THE COIN MACHINE REVIEW

January
1947

THE NO. 1 PHONOGRAPH OF OUR TIME

AMI

ALWAYS • • • MORE • • • INCOME

MUSIC FOR MASSES REMAINS 5 CENTS

Bobby Soxers' Fun Stays at Nickel

Chicago, Ill., November 23—Despite reports that nickel-operated phonograph music would go to ten cents a tune, Marshall Seeburg, President of the J. P. Seeburg Corporation of Chicago—large manufacturers of coin-operated phonographs—stated:

"We feel that since the five cents a tune phonograph is the music of the masses, it will remain the emphatic policy of this company that Seeburg phonographs will continue to present music for a nickel.

"The national convention of Seeburg distributors, held in Chicago, November 21 and 22, covering every state in the union, unanimously adopted a motion that this will also be the policy of the entire Seeburg distributing organization.

"The nickel-operated phonograph is a favorite of children of high school age, affording them entertainment by America's best bands for a few cents. We feel that such clean fun is a good influence and a deterent to child delinquency. We are opposed to the 100% increase in the price of their pleasure."

daughter. They have a complete line of Henry Rosenfeld's cosmetics - face powd... in six love-ly shad... a hu... shad... cite... ever... it is, ... will ...

ship of 550, is behind the plan. Also in ...-Grange, ...-O...

which affect the welfare of the ...nities. ...

NO 100% INCREASE IN MUSIC PRICE!

SEEBURG'S SOLUTION—A TWO-YEAR PLAN

SEEBURG TWO-YEAR PLAN

The Seeburg Two-Year Plan has been developed to permit the operator to conduct his business profitably and retain the good will of the public by continuing to offer music at five cents a tune.

The Seeburg "1-47" Symphonola—beautiful in design, efficient in operation—is America's foremost phonograph. To protect the investment of operators in this model, the J. P. Seeburg Corporation will retain the present Symphonola mechanism in the Seeburg line during 1947 and 1948 and no changes in the "1-47" cabinet design will be made in that period.

More than that, the "1-46" Symphonola may be converted to the "1-47" design for a nominal charge. Thus, in effect, Seeburg has supplied its customers the only 3-year phonograph in the history of the industry.

This is not a pledge to stand still, for Seeburg will continue its leadership in the music industry. Our present line will be augmented from time to time as new Seeburg developments become available. However, such new products will be added to expand our line and not to replace the Symphonola.

SEE YOUR *Seeburg Distributor* FOR FULL INFORMATION

Seeburg

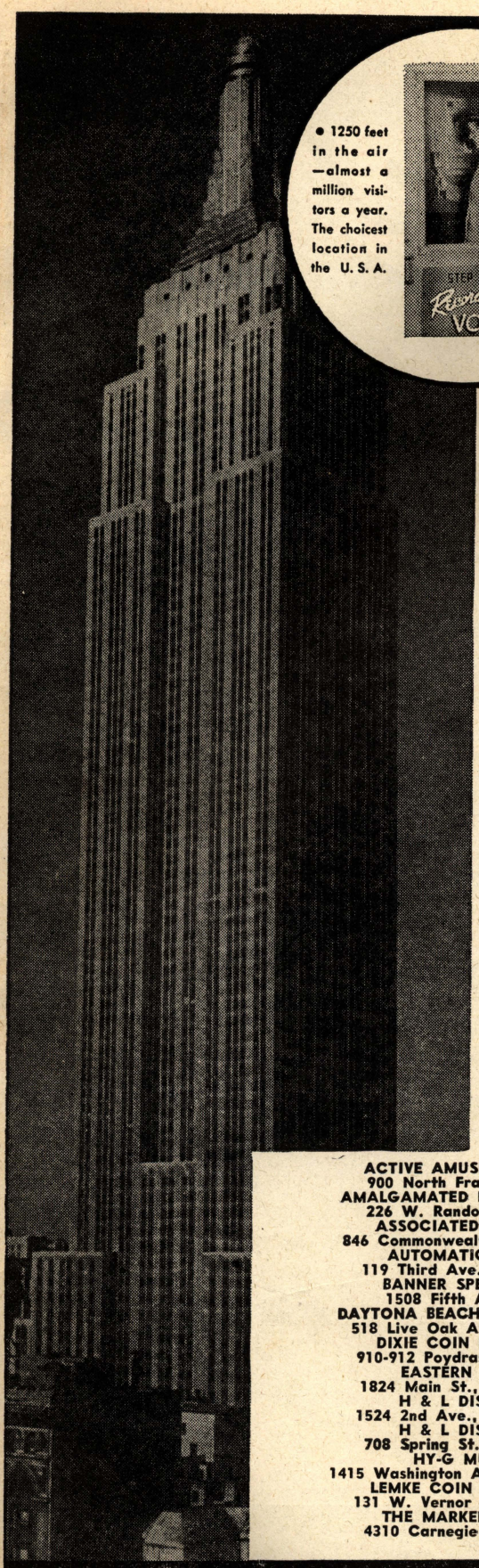
1902 • DEPENDABLE MUSIC SYSTEMS • 1947

We endorse Seeburg's Two-Year Plan

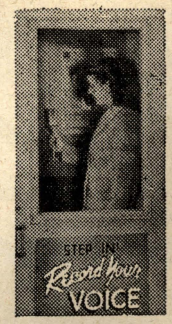
JONES DISTRIBUTING COMPANY
127-129 E. 2nd South, Salt Lake City, Utah
1454 Welton Street, Denver, Colorado

MINTHORNE MUSIC COMPANY
2916-20 W. Pico Blvd., Los Angeles, Calif.
512 W. Washington St., Phoenix, Arizona

JACK R. MOORE COMPANY
1615 S. W. 14th Ave., Portland, Oregon
348 Sixth Street, San Francisco, Calif.
100 Elliott, West, Seattle, Wash.
4 No. Bernard St., Spokane, Wash.



• 1250 feet in the air —almost a million visitors a year. The choicest location in the U. S. A.



...IN THE EMPIRE STATE BUILDING TOWER

...MAKING EXTRAORDINARY PROFITS

*VOICE-O-GRAPH

...in all types of locations from coast-to-coast making extraordinary profits...

*VOICE-O-GRAPH

...because of the irresistible appeal of these words...

... and because VOICE-O-GRAPH delivers a recording that gives wonderful reproduction... High Fidelity. UNBREAKABLE. Mail it or take it home — play it over and over. That's why the public goes for it and that's why the operator profits so substantially.

ASK YOUR VOICE-O-GRAPH DISTRIBUTOR FOR A DEMONSTRATION OF THIS REMARKABLE COIN-OPERATED MACHINE AND PROOF OF VOICE-O-GRAPH EARNING POWER IN YOUR TERRITORY.

* TRADE MARK

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MILLS SALES COMPANY, LTD.,
1325 S. W. Washington, Portland, Oregon
MODERN MUSIC SALES CORP.,
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UNITED NOVELTY COMPANY,
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UNITED NOVELTY COMPANY,
617 W. Capitol St., Jackson, Miss.
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WALBOX SALES COMPANY,
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415 West Main St., El Dorado, Ark.

INTERNATIONAL MUTOSCOPE CORPORATION

WM. RABKIN, President

44-01 ELEVENTH STREET — LONG ISLAND CITY 1, NEW YORK

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COIN MACHINE REVIEW

4

FOR JANUARY 1947

Now Delivering New BUCKLEY TRACK-ODDS

7-COIN RACE HORSE CONSOLE

- **NEW TYPE PAYOUT**
  WITH DOUBLE COIN TUBE
- **FREE WHEELING SPINNER**
  WITH POSITIVE STOP ACTION
- **IMPROVED ODDS CHANGER**
  WITH NEW TYPE CONTACT ASSEMBLY
- **NEW JACKPOT PAYOUT**
  PAYS UP TO 100 COINS FROM TUBE PLUS BONUS TOKEN
- **7-SLOT SELECTIVE COIN HEAD**
  INCORPORATING FIVE NEW DISTINCTIVE FEATURES PLUS ANTI-CHEATING IMPROVEMENTS

●

ORDER TODAY FOR PROMPT SHIPMENT!

●

SEE YOU AT THE SHOW!

Buckley Manufacturing Co.

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BAFFLE CARD

In One Sensational Game . . . All of the Best Features of Gottlieb's Winners—Plus!

"THERE IS NO SUBSTITUTE FOR QUALITY"

●

ORDER FROM YOUR DISTRIBUTOR TODAY!

20TH YEAR OF LEADERSHIP!

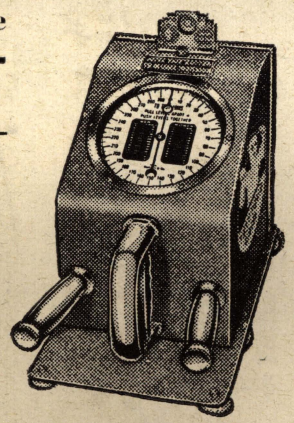
GOTTLIEB

GRIP SCALE

3-WAY STRENGTH TESTER
Improved DeLuxe Model

●

Consistently Best Since 1927!



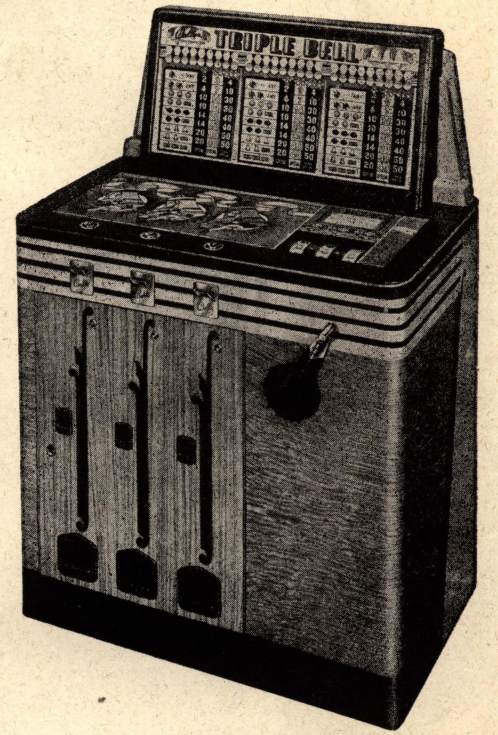
COIN MACHINE INDUSTRIES, INC.
CMI
For Your Protection
MEMBER

D. GOTTLIEB & CO. 1140 N. Kostner Ave., Chicago 51, Ill.

HERE'S *WHY* OPERATORS LOOK TO BALLY!

TRIPLE BELL

TRIPLE PLAY! TRIPLE PROFIT!



Triple Coin Chutes permit three players—or three coins—every spin. 1000 *Super Special Awards,* plus plenty of other big awards and single-cherry awards that insure continuous repeat play. De luxe cabinet in rich wood-grain finish. Trouble-proof mechanism. Any coin-combination—Nickel, Dime, Quarter.

Convertible: Automatic or Replay

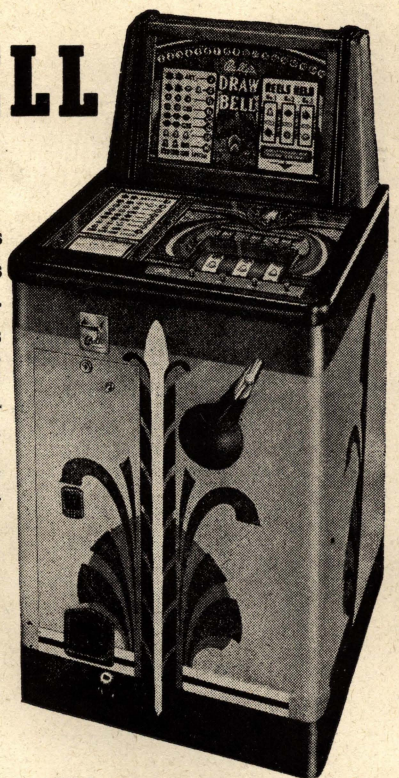
5-5-5 Model

$895.00 f. o. b. factory

SEE US AT THE SHOW

DRAW BELL

BELL-CONSOLE WITH NEW HOLD-AND-DRAW FEATURE



Fast action of three spinning reels with flashy bell-fruit symbols, plus new second-coin feature which permits player to hold desired reels and second-spin the remaining reels! Every non-winning combination on first spin "comes so close" that players can't resist a quick second coin to hold and draw for a winner—resulting in record-smashing profits. Get your share. Order your DRAW BELL now. Specify Nickel or Quarter play. Game is convertible to automatic award or replay.

—CONVERTIBLE—
AUTOMATIC OR REPLAY

Nickel Model $477.50 f. o. b. Chicago

MIDGET RACER

A fascinating skill-game . . . *yet ideal for competitive play* . . . MIDGET RACER will increase profits in your 5-ball spots. Play Bally's MIDGET RACER, feel the fun of the exciting 3-WAY *SCORE SYSTEM* . . . watch the cars flash around the track on the big, brilliant back-box . . . note the tantalizing, tricky action of the playfield. You'll want MIDGET RACER on all your locations as fast as you can get delivery.

INNER-LOCK CASH-BOX
Cash-box may be locked with separate lock in addition to cabinet-door lock . . . or the inner-lock may be omitted, if not desired.

$299.50

f. o. b. CHICAGO

WRITE—WIRE—PHONE—COME IN—TODAY!

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PAUL A. LAYMON, Inc.

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FOLLOW THE CROWDS

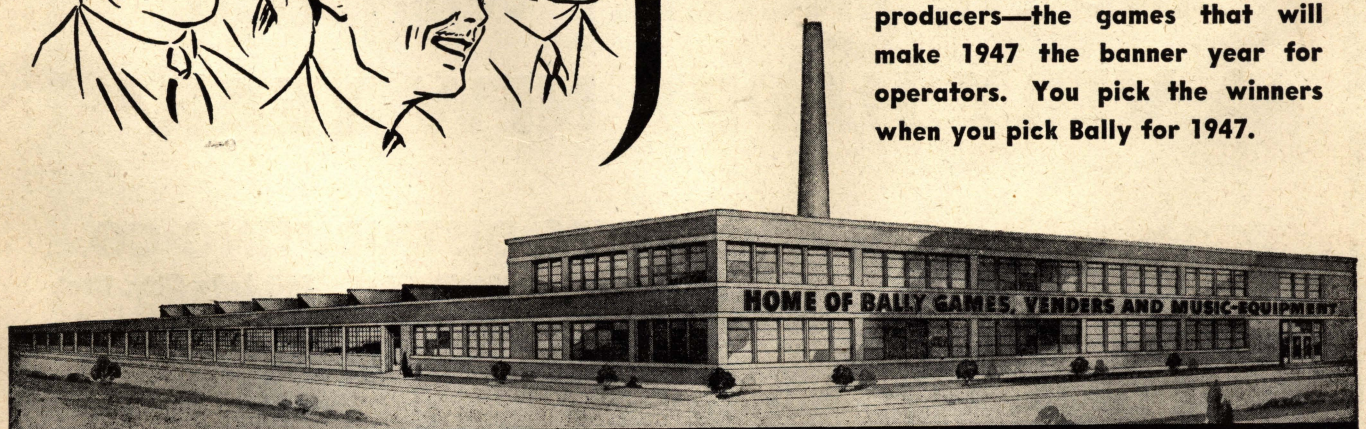
TO THE

Bally

BOOTHS 55, 56, 57 58, 59, 60 AT THE SHERMAN HOTEL

COIN MACHINE REVIEW 7 FOR JANUARY 1947

Biggest show at the big Show! That's Bally's display of new profit-producers—the games that will make 1947 the banner year for operators. You pick the winners when you pick Bally for 1947.



COIN MACHINE INDUSTRIES, INC. CMI For Your Protection MEMBER

Bally MANUFACTURING COMPANY

DIVISION OF LION MANUFACTURING CORPORATION

2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

"THE JONES BOYS"

Hoping that you had

A MERRY CHRISTMAS
AND WE SINCERELY WISH YOU
A VERY HAPPY NEW YEAR

JONES DISTRIBUTING CO.

127 East Second South · Salt Lake City, Utah

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IN

UTAH - SOUTHERN IDAHO - NEW MEXICO - WYOMING

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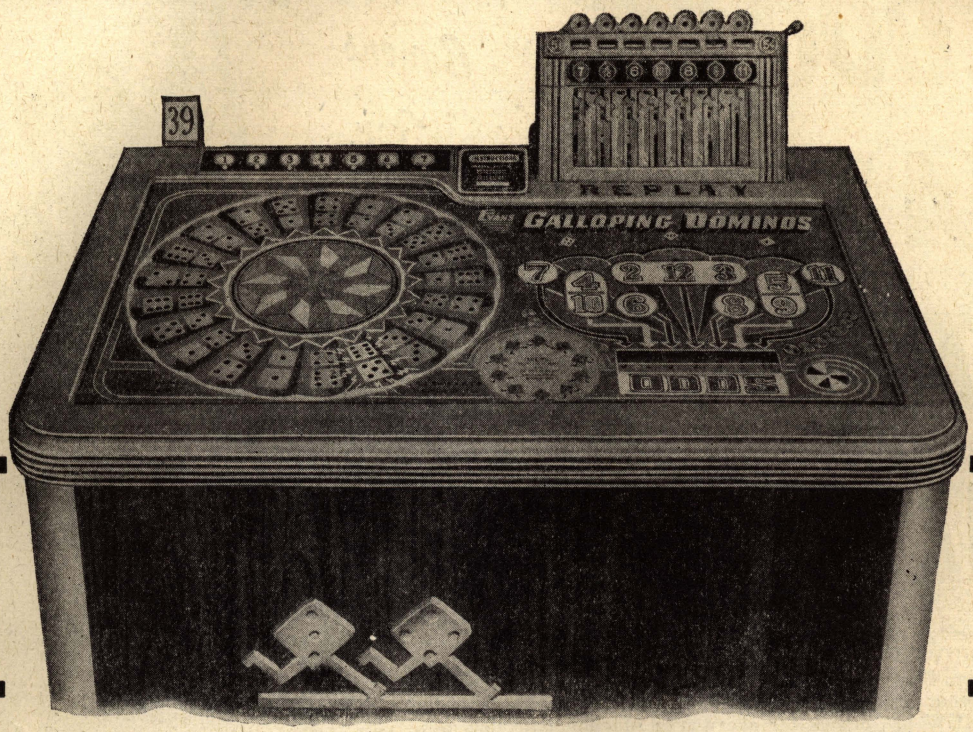
EVANS' REPLAY CONVERTIBLE MODELS



EVANS LEADS THE FIELD AGAIN WITH

NEW BANG TAILS AND GALLOPING DOMINOS

IN SENSATIONAL *REPLAY* MODELS

Easily and Quickly Convertible to Automatic Award!

Frequent Replay awards are ingeniously shown by means of a periscope projector, flashing the number of Replays in full view at all times!

Machines are fully metered for both Replays and Jackpot. Accumulated Replays can be either played off, with as many as 7 at one time, or cancelled by the location owner. Meter registers all cancelled Replays.

Bang Tails and Galloping Dominos are also available in straight Automatic Award payout, with or without Jackpot, and Check Separator models. Specify 5c or 25c play.

Resale or trade in value is quickly recognized in Evans' Convertible models. Enjoy the profits you deserve . . . operate machines to suit your special requirements!

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RAINBOW DISTRIBUTING CO.
276 W. First South, Salt Lake City 1, Utah

WILLIAMSON DISTRIBUTING CO.
1220 "K" St., Sacramento, Calif.

Evans' New Sensational

BANG TAILS — WINTER BOOK

Another sure-fire console by Evans! Why be satisfied with single-coin play when you can have 7-coin play on Evans' BANG TAILS—WINTER BOOK? Made with the same refinements and precision engineering as Galloping Dominos and Bang Tails, plus the new sensational feature of WINTER BOOK ODDS! Odds range from 10 for 1 to 500 for 1, with only a SINGLE coin played. NO BUILD-UP necessary for a chance at these sensational odds! "Ask the man who operates one," or better yet, add BANG TAILS—WINTER BOOKS to your route for greater profits! Available in either 5c or 25c play.

H. C. EVANS & CO.

1520-1530 W. Adams St.

Chicago 7, Illinois

COIN MACHINE INDUSTRIES, INC. CMI For Your Protection MEMBER

15,000 WAYS TO MAKE MONEY

COIN MACHINE REVIEW

10

FOR JANUARY 1947

With an average of three readers for every copy, The COIN MACHINE REVIEW is read each month by a minimum of 15,000 coinmen. Every single one of these readers is a potential *customer* for *you*.

THE REVIEW has buyers for every type of coin-controlled machine, equipment or item of supply. From Maine to San Diego, from Key West to Seattle, there isn't an active coinman who doesn't look to THE REVIEW for the equipment and services essential to his business.

THE WAY TO MAKE MONEY IS TO SELL YOUR PRODUCTS TO REVIEW READERS

THE REVIEW market is the biggest, the most active, the fastest-growing market in the Coin Machine Industry. The purchasing power of REVIEW readers exceeds that of any other coin machine publication.

DON'T BE MISLED BY PADDED CIRCULATION FIGURES. We could pass out free copies of THE REVIEW to everybody in the telephone book—but that wouldn't be circulation. Genuine circulation is distribution only to people who will read a magazine and buy the products advertised in it. That's what THE REVIEW gives you: 100 per cent readership, 100 per cent active interest.

DON'T SCATTER YOUR SALES EFFORTS. Concentrate them. THE REVIEW doesn't go to an assortment of show people, musicians, carnival men and others who don't have the remotest interest in your products. Every copy of THE REVIEW containing your advertisement COUNTS. You pay for *coin machine* coverage, and nothing else but! Offices in New York, Washington, Chicago, and Los Angeles, and paid correspondents in all key cities are constantly at work gathering the latest news of the Industry for REVIEW readers. Special feature writers are busily turning up new profit-making angles and exploring the possibilities of new equipment. All this makes for positive readership and stimulates demand for the countless products and services advertised throughout the book.

15,000 WAYS TO MAKE MONEY ARE YOURS FOR THE ASKING

The February issue of THE REVIEW will be packed with more helpful, interest-compelling information than ever. Many new advertising accounts will be represented. New products will be unveiled for the first time in the February issue. A lot of merchandise will be sold through this issue—HOW ABOUT YOURS? Let's get together and help you get better results than you have had from any other trade publication.

Make Your Space Reservations NOW for the BIG FEBRUARY Show Issue
DEADLINE IS JANUARY 12th. CONTACT OUR NEAREST OFFICE TODAY

EASTERN AND MID-WESTERN OFFICES

NEW YORK: 441 Lexington Avenue
Murray Hill 2-5589

CHICAGO: 35 East Wacker Drive
Central 1112

The COIN MACHINE REVIEW
Serving Every Factor of the Coin Machine Industry
1115 VENICE BOULEVARD
Telephone: Fitzroy 8269
Los Angeles 15, California

THE COIN MACHINE REVIEW

JANUARY, 1947

The 162nd CONSECUTIVE MONTHLY ISSUE

OFFICE OF PUBLICATION: 1115 Venice Blvd., Los Angeles 15, Calif. Paul W. Blackford, Editor and Publisher; Clarence G. Beardslee, Assistant to the Publisher. Fitzroy 8269. CHICAGO OFFICE (1): C. J. Anderson, 35 East Wacker Drive, CENtral 1112; NEW YORK OFFICE (17): Ralph P. Mulligan, 441 Lexington Avenue, Murray Hill 2-5589. SUBSCRIPTION RATES: $3.00 for 2 years—minimum term accepted: 50c per copy.

Show Space Sold In Record Time

128 Exhibitors Purchase All Available Display Area 11 Weeks Before Opening Date

CHICAGO—In years past, exhibitors at the National Coin Machine Show were able to buy display space several weeks before the event started. Sometimes there was space available even after opening day.

But not so in 1947. Indicative of the tremendous interest in the first national gathering since Pearl Harbor, an all-time record for quick sell-outs has been established. Eleven weeks before the gala event was scheduled to uncurtain, every inch of display area was gone, and 128 exhibitors readied final plans for unveiling their products.

"This unequalled record is convincing evidence that every exhibitor was sold on the idea that the interest in this first post-war show was far in excess of any previously known," says James Gilmore, secretary-manager of CMI. "It is conclusive evidence that the coin machine trade is hungry for new machines, hungry for a look at the factories, new and old, hungry for a look at faces, new and old, hungry for a trip to the big city, hungry for a holiday away from business and away from home.

"The 1947 show will have everything. Twenty-two manufacturers will display coin-operated vending machines that vend a wide variety of beverages, also books, candy, cigars, cigarettes, gum, ice cream, nuts, pop corn, postage stamps, sanitary napkins, shoe shines, etc. If it's vending machines you are most interested in, make no mistake about it—you'll see 'em in infinite variety at this show.

"Several manufacturers will display coin-operated phonographs. Other types of coin-operated music will be displayed along with numerous record and needle manufacturers. Music machines and accessories will be a feature of our 1947 show. Amusement ma-

AOLAC Petitions CMI For Equitable Taxes

LOS ANGELES—In a letter to CMI, "Curley" Robinson, dynamic director of Associated Operators of Los Angeles County, Inc., declares that in his belief the first job of CMI's Public Relations Program should be to work toward a more equitable excise tax for amusement machines which the Internal Revenue Department has classed as gaming devices.

"You will recall," Robinson wrote, "that in 1941, Section 3267 of the Internal Revenue Code was amended to include pin ball and other amusement machines with a license fee of $10; and slot machines, as a result of the operation of which the person operating same receives, or is entitled to receive, cash, premiums or merchandise, taxed at $50 per year.

"In 1942, the same Section was further amended to place music and amusement machines in the $10 category and gaming machines were doubled to $100.

"It has always been our contention that gaming machines do not include pin ball machines and/or amusement devices, since the original Section specifically set forth pin ball and/or amusement devices, as distinguished from gaming devices, and secondly because the subsequent amendment did not alter the meaning of the words used in the first passage of the Section. It is our contention that a pin ball machine and/or amusement devices, is not a slot machine in the commonly accepted term, even though Bliss of the Internal Revenue Department has handed down a ruling that where the player becomes entitled to receive cash, premiums or merchandise by reason of the operation of a pin ball game and/or amusement device, that such game thereby becomes a slot machine or a gaming device within the meaning of the Section.

"We have always felt," Robinson continued, "that where a merchant redeems unused free plays or, to put it plainly, purchases the players' free plays, that the merchant is buying something tangible and is not giving the cash, premiums or merchandise as a reward for the operation of the game. This becomes more cogent when it is placed against Bliss' ruling that mere winning of free plays does not make the pin ball game, and/or amusement device, a gaming device. If the winning of free plays does not make the game a gaming device, how can the purchase of the privilege of using these free plays be converted into a game of chance and thus making the pin ball game, and/or amusement device, a gaming device?"

Robinson pointed out that while the $100 tax is on the merchant, that in 99 per cent of the cases, the operator stands one-half of it. During the war years, when the operator was not compelled to purchase new games, he was able to pay the tax without undue hardship. However, now that new games are being placed on the market at more than double the '41 prices,

(See AOLAC PETITIONS, Page 14)

Call
DR. 3209
For Automatic Equipment, Parts and Supplies
PAUL A. LAYMON
DISTRIBUTOR
1503 West Pico Los Angeles 15

REPAIRS
PARTS
REFINISHING
SLOT MACHINES AND VEST POCKET CASTINGS FOR SALE
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THE REVIEW HAS NEVER MISSED AN ISSUE IN THE PAST THIRTEEN YEARS!!
NO OTHER COIN MACHINE MONTHLY CAN MAKE THAT STATEMENT!!

chines, weighing machines—this show will have everything. No matter what is uppermost in your mind to see, it will be on display along with many other things of one kind and description that you probably are not yet familiar with."

Gilmore states that CMI has a list of prospective exhibitors who are neither members nor former exhibitors that were not solicited because there was no more exhibit space to offer them. "This is deeply regretted," CMI's secretary-manager said, "and can only be rectified by holding the 1948 Coin Machine Show in a location that can provide room for ALL who wish to display."

James T. Mangan, director of CMI's Public Relations Bureau, declares that "The Coin Machine Industry hasn't had a comprehensive look at itself since the Coin Show of 1941. Everyone has stayed in touch with everyone else through personal visits, letters, advertising, and the publications of the Industry. Yet, good as that contact has been, we all yearn for a good old-fashioned get-together in the Sherman Hotel, where under one roof the latest offerings of the oldest and newest manufacturers, the styles, features, and attractions of 1947 coin-operated machines will all be placed together in one spot in the biggest show Chicago or the world ever knew.

"For that show is a panorama of the whole industry; of its manufacturers, distributors, jobbers, and operators; of its products, its purposes; of its nature, its humanness, its economic justification."

Following is a complete list of exhibitors:

A. B. T. Mfg. Corp., Chicago
Ace Coin Counting Machine Co., Chicago
Acme Sales Co., New York City
Advance Machine Co., Chicago
Aero Needle Co., Chicago
Aircraft Engr. Co., Secaucus, N. J.
Aireon Mfg. Corp., Kansas City, Mo.
American Amusement Co., Chicago
A. M. I., Inc., Chicago
Amity Mfg. Corp., Perth Amboy, N. J.
Ammco Distributors, Chicago
Amusematic Corp., Chicago
Amusement Enterprises, New York
Apollo Records, Inc., New York
Asco Vending Machine Exchange Corp., Newark, N. J.
Associated Ops. of L. A. Co., Inc., Los Angeles
Atlas Mfg. & Sales Co., Cleveland
Atlas Novelty Co., Chicago
Automatic Book Vending Machine Co., New York
Automatic Dispensers, Inc., Minneapolis
Automatic World, Fort Worth
Baker Novelty Co., Inc., Chicago
Bally Mfg. Co., Chicago
Baum Distributing Co., St. Louis
Bee-Jay Products Co., Chicago
Bell Lock Co., Michigan City, Ind.
Bell-O-Matic Corp., Chicago
Bercker Young Co., Milwaukee
L. Berman & Co., Inc., Evansville, Ind.
Billboard Publishing Co., Cincinnati
Block Marble Co., Philadelphia
Buckley Music System, Inc., Chicago
Cash Box Publishing Co., Chicago
Central Mfg. Co., Chicago
Champion Mfg. Co., Beverly, Mass.
Chicago Coin Machine Co., Chicago
Chicago Lock Co., Chicago
Coan Mfg. Co., Madison, Wis.
Coin-Arts Industries, Milwaukee
Coin Machine Journal, Inc., Chicago
Coin Machine Review, Los Angeles
Columbia Recording Corp., Bridgeport, Conn.
Consolidated Mfg. Co., Chicago
Container Mfg. Co., St. Louis
Daval Products Corp., Chicago
Decca Distributing Corp., Chicago
Deutsch Lock Co., Hammond, Ind.
DuGrenier, Inc., Haverhill, Mass.
Eastern Electric Vending Machine Corp., New York City
Edelman Amusement Devices, Detroit
Electro-Amusement Game Co., Grand Rapids
Electronic Amusement Corp., Rochester
Empire Coin Machine Exchange, Chicago
Etching Co. of America, Chicago
H. C. Evans & Co., Chicago
Exhibit Supply Co., Chicago
Extrabell Co., Chicago
Frantz Mfg. Co., Chicago
Gam Sales Co., Peoria
Gardner & Co., Chicago
Gay Games, Inc., Muncie, Ind.
Genco Mfg. & Sales Co., Chicago
Lamp Dept. of General Electric Co., Cleveland
John N. Germack, New York
Max Glass Mfg. Co., Chicago
Globe Distributing Co., Chicago
D. Gottlieb & Co., Chicago
Dan Gould Enterprises, Chicago
Groetchen Tool & Mfg. Co., Chicago
Guardian Electric Mfg. Co., Chicago
Heath Distributing Co., Macon, Ga.
Hirsh Coin Machine Corp., Washington, D. C.
Hollywood International Records, Los Angeles
Hospital Specialty Co., Cleveland
Illinois Lock Co., Chicago
Independent Lock Co., Chicago
International Mutoscope Corp., Long Island City, N. Y.
O. D. Jennings & Co., Chicago
Kruse & Connor, Chicago
Malkin-Illion Co., Irvington, N. J.
Harry Marcus & Co., Chicago
Mercury Radio & Television Corp., Chicago
Monarch Coin Machine Co., Chicago
Mike Munves Corp., New York
Musicraft Records, Inc., New York
Metropolitan Coin Machines, Inc., Brooklyn
Music Master Corp., Chicago
National Slug Rejectors, Inc., St. Louis
National Vendors, Inc., St. Louis
Jack Nelson Co., Chicago
Northwestern Corp., Morris, Ill.
Packard Mfg. Corp., Indianapolis
Pan Confections, Inc., Chicago
Pantages Maestro Co., Hollywood, Calif.
Permo, Inc., Chicago
Personal Music Corp., Newark, N. J.
Premier Coin Machine Mfg. Co., New York
Quality Pictures Co., Hollywood, Calif.
Radio Corp. of America, Camden, N. J.
Reliable Metal Engr. Co., Chicago
Reliance Instrument Co., Chicago
Revco, Inc., Deerfield, Mich.
David Rosen, Philadelphia
Runyon Sales Co., New York City
Runzel Cord & Wire Co., Chicago
Scientific Machine Corp., New York
Shipman Mfg. Co., Los Angeles
Solotone Corp., Los Angeles
Soundies Distributing Corp., Chicago
Specialty Sales Co., Minneapolis, Minn.
Stoner Mfg. Corp., Aurora, Ill.
Superior Products, Inc., Chicago
Telequiz Sales Co., Chicago
Telotone Corp., Chicago
Tradio, Inc., Asbury Park, N. J.
Triangle Mfg. Co., Minneapolis
U-Need-A Vendors, Inc., Union City, N. J.
United Mfg. Co., Chicago
U. S. Department of Commerce
Universal Mfg. Co., Kansas City, Mo.
Universal Pacific Sales Co., Los Angeles
Vendall Co., Chicago
Victory Sales Co., Baltimore, Md.
Viking Tool & Machine Corp., Belleville, N. J.
Thos. A. Walsh Mfg. Co., Omaha
Watling Mfg. Co., Chicago
Williams Mfg. Co., Chicago
World Wide Distributors, Chicago

Coin Machine Show to be Biggest, Liveliest Trade Convention in U. S. A.

By Dave Gottlieb, President
Coin Machine Industries, Inc.

Never has a coin machine show been more eagerly awaited than the great convention of our Industry in the Hotel Sherman, February 3, 4, 5, 6. In the past, we were always a little uncertain—right up to a week before opening—on just how big and universal the show might be and we had space available right up to show time.

This time it is totally different. More than two months before opening day we found ourselves entirely sold out of exhibition space. All indications presage an attendance of at least 12,000 operators. Our program this time will be more complete than ever before, and every visitor to Chicago during coin machine week will

GAMES, CONSOLE
SLOT & VEST POCKET
REPAIRING and REFINISHING
All Work Guaranteed
Bring 'Em In!
—SEE—
PAUL A. LAYMON
DISTRIBUTOR
1503 West Pico Los Angeles 15

VISIT ATLAS AT THE SHOW
BOOTHS 75 and 76
WE REPRESENT ALL LEADING MANUFACTURERS AND WILL BE ABLE TO GIVE YOU PROMPT SERVICE ON ANY EQUIPMENT YOU DESIRE, NEW OR RECONDITIONED.
ATLAS NOVELTY COMPANY
FRIENDLY PERSONAL SERVICE
2200 N. WESTERN AVE. · PHONE ARMitage 5005 · CHICAGO 47
Assoc. Offices: ATLAS MUSIC CO., 4704 CASS AVE., DETROIT 1
ATLAS MUSIC CO., 2219 FIFTH AVE., PITTSBURG 19
ATLAS MUSIC CO., 221 NINTH ST., DES MOINES 9

gain more profit from his trip than from any other in the past.

Our last coin machine show was in January 1941—six years ago! Six years is a long time to go without a general exhibition for the trade, but the war forced postponement of all trade association gatherings. In December of 1941, I wrote a statement giving reasons why I thought we should hold a show in 1942—and then came Pearl Harbor! The show was off and the Coin Machine Industry, which already had joined heart and soul with our country in defense manufacturing, threw itself 100 per cent into war production. We all knew that in global war all civilian goods were out of the question and every single machine and hand was needed for the war implements that must bring victory.

The record of the Industry in the war is outstanding. A large number of our factories received "E" awards and those who did not receive awards were probably not eligible because they were doing subcontracting. The real story of war production in coin machine factories has never been told. Because we had the inventors, the engineers and the modern know-how in electronics, radio, and tricky electrical gadgets of every description, some of the most delicate problems in detection, communications, timing devices, and automatic controls were turned over to our factories. Most of the work was extremely secret, but the top men in the Army and Navy have acknowledged the debt of gratitude they owe our inventors, developers, and engineers. Their opinion, succinctly stated, was, "You're the only group that could have done it so well and so fast."

Though coin machines were not produced during the war, it doesn't mean the Industry was asleep. Distributors and operators, too old for the armed forces, did an excellent business and in addition, coin machines did a phenomenal job in furnishing much needed amusement for our soldiers and sailors, not only at home, but in every remote corner of the world. Morale officers everywhere insisted on coin machines for service recreation buildings. Many of these items were patriotically

1947 Coin Machine Show poster is now ready for distribution. The actual poster, which was designed by Herb Jones, advertising manager of Bally Manufacturing Co. and chairman of the 1947 Show Publicity Committee, is 14 ip. by 22 in. in size and printed in four colors. Distributors and manufacturers are urged to display the poster in their show-rooms. Requests for posters should be addressed to Coin Machine Industries, Inc., 134 N. LaSalle Street, Chicago 2, Illinois.

A-1 RECONDITIONED ONE-BALL FREE PLAYS

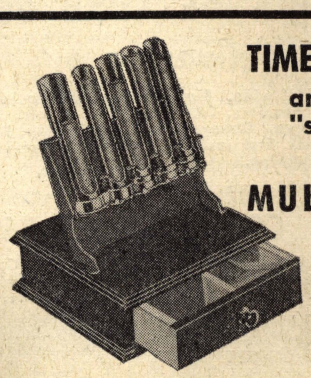
	Each
1 Mills Owl F.P.	$59.50
4 Mills Five in One F.P.	49.50
1 Big Three—new rebuilt F.P.	89.50
1 Foreign Colors—used F.P.	79.50
3 Victorius 43	79.50

A-1 RECONDITIONED CONSOLES

1 Bally Roll 'Em P.O.	$ 75.00
1 Baker Races P.O. 5c	159.50
1 Baker Races P.O. 25c (like new)	349.50
1 Jennings Silver Moon 5c P.O.	109.50
1 Jennings Silver Moon P.O. 25c	219.50
9 Jumbo Automatics P.O.	89.50
1 Mills Jumbo Parade F.P. (Fruit Reels)	79.50
3 Keeney 1938 Tracktimes P.O.	95.00
6 1937 Tracktimes P.O.	39.50
Keeney Super Bell 5c, P.O.	200.00
Keeney Super Bell 25c, P.O.	259.50
Mills Jumbo Parade P.O.	89.50
Bally Roll 'Em P.O.	75.00

Terms: 1/3 Deposit with Order. Balance C.O.D.

IDEAL NOVELTY CO.
2823 LOCUST ST.
ST. LOUIS, MO.



TIME TO MAKE A CHANGE—
and you'll be doing well to provide your "spots" with a *real* CHANGE MAKER.
STANDARD BRANDS

MULTIPLE COIN QUICK CHANGER

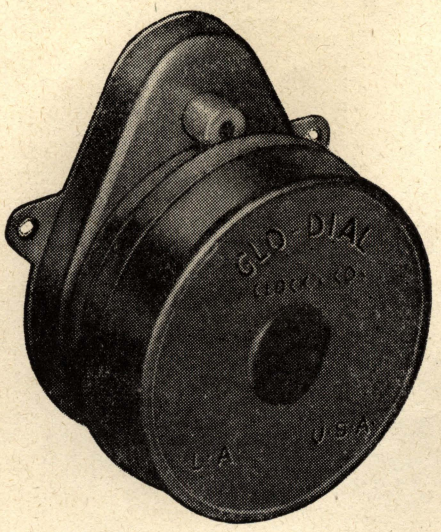
Holds Quarters, Dimes, Nickels and Pennies. Immediately adjustable to "kick out" with a flip of the finger any of the above denomination coins in any number desired—one at a time to five at a time. Handy, self-contained drawer for "folding money." Coin Supply completely visible at all times.

$26.95

Badger Sales Co., Inc.
2251 WEST PICO BLVD.
LOS ANGELES 6, CALIFORNIA
All Phones: DR. 4326

Badger Novelty Company
2546 NORTH 30th STREET
MILWAUKEE 10, WISCONSIN
All Phones: KIL. 3030

Announcement . . .



WE ARE NOW READY TO MAKE DELIVERIES ON

TIMING MOTORS

FOR ALL TYPES OF COIN OPERATED MACHINES

TWO SPEEDS { **1 Revolution per Minute** / **1 Revolution per Hour**

Also — COIN CHUTES Holding Up to 5 Quarters

GLODIAL CLOCK CO.

PRospect 6477

922 West 23rd Street **Los Angeles 7, Calif.**

donated by operators and distributors. Many men in the Industry made sizable donations of equipment to Army and veteran hospitals. Coin machines were everywhere men were stationed and many servicemen considered them their "closest link with home."

I have been associated with the Industry for 28 years: 7 as an operator and 21 as a manufacturer. I have seen our convention grow from 12 small display rooms in the Great Northern Hotel in 1927 to the huge convention of 1947, which undoubtedly will be the biggest and liveliest trade convention of any held in the U. S. A.

Today the coin machine business is more stable, more sound, more enduring than at any time in the past. Distributors and operators realize the value of their territories and abide by distribution rules just like salesmen and buyers in any other field. The future of the business was never rosier, and with the new products and inventions which will be introduced at the coming show, operators will have more opportunities for profit than at any time heretofore.

During the past two months, we have inaugurated an industry-wide program of public relations. The purpose of this program is to build goodwill for all people in our Industry and to gain the respect of the public, of legislators, of social and civic leaders, and of all other industries. We are off to a flying start on this program and at the show you will be told a great deal more about our public relations activities which mean so much to your security and income.

Once more, in the name of Coin Machine Industries, Inc., I extend every one of you a hearty invitation to come to the coin machine show, February 3, 4, 5, 6. See the greatest exhibition of new coin machines in history. Take a look at your entire Industry, your first chance in six years!

AOLAC PETITIONS

(Continued from Page 11)

and will be obsolete in six months' time, a further burden has been placed on the operator. "This will mean that the operator will certainly not be able to retrieve the cost price of a machine before he is forced to buy a new one, and in addition to the cost of both the old and new machines, he is still compelled to pay $50 as his share of the $100 tax levied by the U. S. Government."

Robinson asks that a proper presentation of the facts in the matter be placed before the Internal Revenue Department for a fair interpretation.

"The way Section 3267 is now interpreted by the Internal Revenue Bureau," he wrote, "the amount of taxes varies according to the use the machine is put to; that is, if the machine gives off nothing but free plays, then the tax is $10, but if those free plays are re-purchased or redeemed by the merchants, the tax is $100. That is nothing more than *a tax upon the use of the machine and not upon the physical characteristics of the same.* A concerted campaign on the part of the Coin Machine Industry would have the effect of changing the present ludicrous interpretation as evidenced by both House and Ways Committee and the Senate Finance Committee, when they originally enacted this Section."

* * *

A joking woman went to her husband's office and silently went around behind him and put her hands over his eyes:

Wife (disguising her voice)—Guess who?

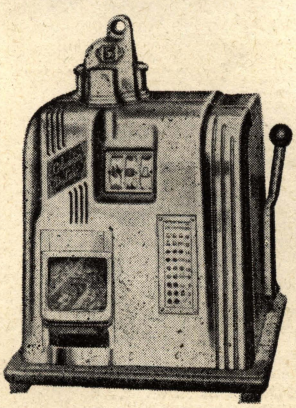
Husband—Cut it out, little one. If my wife came in and saw you doing this she'd start something.

On the Cover . . .

Here's the Latin Lovely who inspired the composer to write "Five Minutes More"—beautiful Wanda Smith from the Earl Carroll Theater Restaurant's current extravaganza. Although not related to the celebrated Smith Brothers, Wanda has caused many a young chap to start scraping the fuzz off his chin. Photo especially for the January cover by John Reed, celebrated Hollywood portrait photographer of the Stars.

GROETCHEN 1947 COLUMBIA DE LUXE BELL

Now Delivering



Height 24", 16" deep, 15" wide. Big, single automatic jackpot will hold, if desired, 125 quarters, 250 dimes, 120 nickels. Jackpot has an automatic reserve. Changeable to 4 coin play. Double slug protection; pays back first last coins played after having passed through visible escalator.

$209.50 f. o. b. Factory

GROETCHEN COLUMBIA BELLS

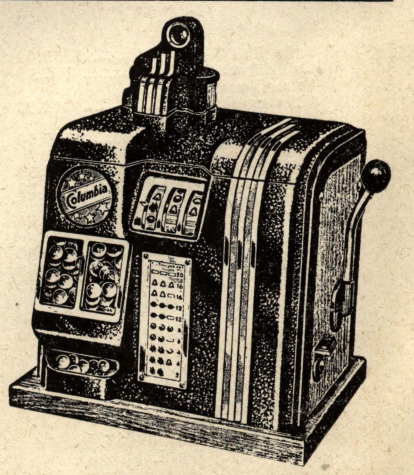
New, improved 1946 models in dazzling, durable finish. Can be changed right on location to penny, nickel, dime or quarter play; hence you get the service of 4 machines for the price of one.

$145.00 f. o. b. Factory

SEE

PAUL A. LAYMON, INC.

1503 West Pico Blvd. **Los Angeles 15, Calif.**



Automatic Coin-Changer: The Most Important Post-War Development

This is Fifth in a Series of Studies on Coin-Operated Service Devices.

In much the same manner as slug rejectors unhinged the portals leading to "Big Business" for this Industry, so will automatic coin-changers write a chapter of far-reaching magnitude in Coindom's history.

The increase in sales volume attainable through this new device, as indicated by test locations, is little short of phenomenal. Corley M. Phelps, president of the firm manufacturing *Coin-O-Matic* in Renton, Wash., reports that play on pin ball locations has jumped up to 40 per cent since installations were made.

Coin-changers bull's-eye one of the softest spots in customers' sales resisting armor: quicker, more convenient service; and in doing so, make coin equipment as easily accessible and as familiar a by-word as the telephone and automobile.

Loss of machine sales merely because the customer hasn't the right change in his pocket and doesn't have the time, patience or inclination to procure it, aggregates thousands of dollars daily.

A typical example, repeating itself time and again in various manifestations, is the man who approaches a machine—let's say a cigarette vendor—and after delving in his purse, comes up with a quarter, dime, nickel, and pennies. The vendor requires two dimes or a combination of dimes and nickels equivalent to 20 cents.

The customer grumbles under his breath and then looks around for the proprietor, who is either busy with a prospective purchaser or occupied with some other task. The customer growls, "Ah, the hell with it," and walks next door to a drug store where he consummates an over-the-counter transaction.

A national survey of coin-changer manufacturers reveals the following types of devices—all of them containing slug rejectors—on the market.

There are three machines which can either be mounted on the wall or placed on a stand. These are independent units dispensing nickels only and no merchandise.

Three firms are turning out built-in devices which dispense merchandise and change simultaneously.

A newspaper vending and change-making machine has been invented and patented by a newspaper agent in Arkansas.

One device, now on the planning boards, is destined to revolutionize stamp vending and is the only one which takes a half dollar and gives change in all denominations.

It has been estimated that more than two billion dollars a year is exchanged through trade channels via the nickel route. By supplying nickels quickly, the independent unit provides the missing link in the chain of merchandising and customer service. Its prime purpose is to build added sales and greater goodwill. Because there is no charge for making change and therefore no direct revenue from the machine, the most practicable method of operation is to lease or rent to the location at a fixed fee.

One of the independent units now being marketed is the electrically operated *Beacon Coin Changer*, manufactured by Bell Products Co. of Chicago. It is 12 x 24 x 8 inches, weighs 50 pounds, and has one slot for dimes and another for quarters. Capacity is $40 in nickels.

Coin-O-Matic, manufactured in Renton, Wash., is made of heavy cast aluminum and also has dime and quarter chutes.

The Vendo Co. of Kansas City has had their *Vendo Coin Changer* on the market for approximately eight months; distributors in a number of key cities have been appointed.

"Some models of this unit were on test location at the North American Bomber Plant in Kansas City during the war," states Alex Izzard, Vendo's director of advertising, "and it was at this time that we realized the value of the coin changer as a means of stimulating vending machine sales. Because this unit has been developed over a period of some six years, virtually no difficulty has been encountered since their placement for use by the public."

This photograph, taken during the Democratic National Convention at the Chicago Stadium, July 19, 1944, shows Jim Farley, former Postmaster General, inserting a coin in a beverage dispenser equipped with a built-in Harris Automatic Coin Changer.

Both dime and quarter chutes of the Beacon Coin Changer are receiving a workout from customers of the Merchandise Mart, Chicago.

Vendo's product contains a single coin slot which accepts both dimes and quarters and dispenses 400 nickels without requiring a refill. It is 15½ inches tall and 11¼ wide.

Locations where individual type coin-changers have been installed include department stores, drug stores, filling stations, hotels, theatres, bowling alleys, restaurants, taverns, cigar stands, offices, factories, hospitals, and golf courses.

The "Big Three" in built-in changers are: Johnson Fare Box Co., Chicago; A.B.T. Mfg. Corp., Chicago; National Slug Rejectors, Inc., St. Louis.

All three changers are compact, simple in design, easily installed, dispense change and merchandise in one operation, load automatically, and embody anti-jackpotting features which guarantees correct change and prevents overpayment.

Johnson Fare Box started their experi-

OPERATOR'S FRIEND
OIL
THAT REALLY LUBRICATES
Can't gum. Especially for Coin Machines. A few drops will save many service calls.
1 OZ. BOTTLE 49c
—SEE—
PAUL A. LAYMON
DISTRIBUTOR
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OPERATORS! Since we insure hundreds of your present and prospective locations as Insurance Supervisors for the Southern California Tavern Association, is it not good business for you to insure with us?

Ask the Operators Who Do So!

Zeigler Insurance Agency, Inc.

541 S. Spring St., Michigan 0961 Specialists—Coin Machine Industry Los Angeles 13, Calif.

ments on the *Harris Automatic Coin Changer* a decade ago, and during the past five years the mechanism has proved itself under the toughest field tests.

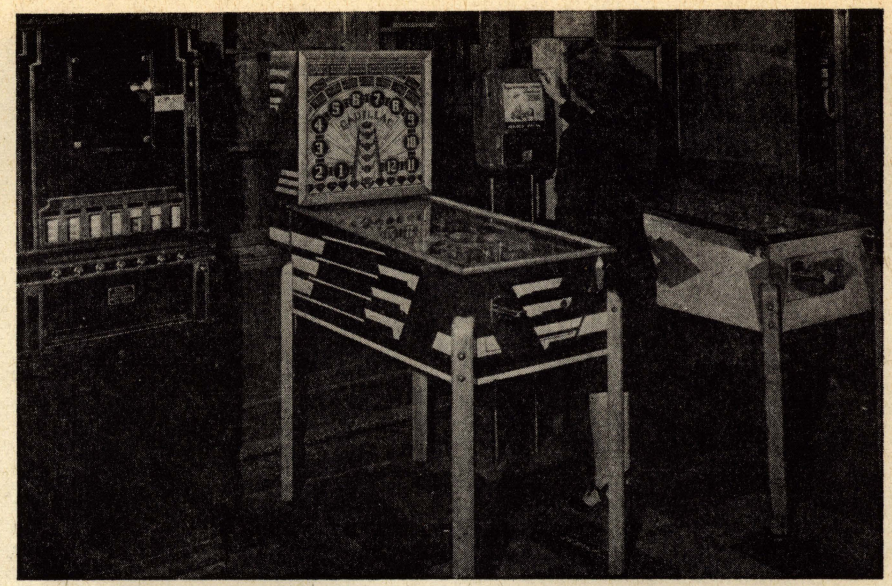
"Only through the long period field test were we able to determine public abuses and how to develop features of design to correct such abuses," says Fred J. Burt, vice-president.

According to data compiled from operators in the field, drink dispensers having *Harris Changers* outsell non-changer dispensers by more than 25 per cent. The machine accepts nickels, dimes and quarters through a single slot. The manufacturer states that it can be readily adapted to all types of mechanically or electrically operated machines handling six-, seven- or ten-cent items.

The *A.B.T. Changer* has been in operation on a number of drink machines for the past ten months. This device, which has only one moving part and holds $3.00 in nickels, gives change for a dime only.

"From personal observation and study over the past three years, I found that the additional revenue earned by the machine having a money changer comes from a ten-cent coin and not from a 25-cent coin," W. A. Patzer, A.B.T.'s executive vice-president told THE REVIEW. "I think logic alone will verify my statement. Sixty dimes, in succession, can be deposited in our money changer before the tube becomes exhausted."

National's changer is equipped with a single slot which takes nickels, dimes and quarters and has a capacity of 58 to 63 nickels (depending on their thickness). Two outstanding features are: (1) two slots, on the side and in front; only one, however, is visible on the outer casement. Advantage is that the serviceman has flexibility in installing and can adjust the changer in the position which will best fit the particular size and shape of the machine. (2) If the sales price rises above five cents (the change maker is geared only for nickel transactions), the serviceman can replace the changer with an interchangeable unit in a matter of two or three minutes (the three mounting holes on the interchangeable unit are in the exact position as the ones on the changer; screws and wiring are also identical) and can set the interchangeable to vend at a pre-determined figure. Of course, this nullifies the change-making element because the customer must have the required coins. The interchangeable is particularly popular in Canada where taxes have raised soft drinks to seven cents and also in a number of Southern states where drinks retail at six.



Flanked by an assortment of coin-operated equipment in an office building lobby is Vendo's Coin Changer.

Thos. L. Heaton of Blytheville, Ark., who invented a newspaper vendor and change-making machine, reveals that his device can be adapted to any machine that is operated by the movement of a slide across the face of the coins.

Heaton's mechanism was originally made for a three-cent opening and was later adapted to make change for five cents when the single coin was inserted. "It could be made to take care of any number of coins and make change for a single larger coin," the newspaper agent-inventor declared. He describes the operation of his machine thusly:

"If you insert the required number of coins, the last coin inserted will operate the machine and vend the merchandise, or if a single large coin of certain value is inserted, the slot adjacent to it, by not having a coin in it, will let the coin making device operate and dispense a predetermined amount of change, or if this adjacent slot is filled with a coin, this coin will lift up the lever that operates the coin-changer and make it inoperable."

The revolutionary stamp vending machine, with in-built changer, will vend any combination of postage stamps (for example: 3 threes, 5 airmails, 4 ones). Upon insertion of a coin (nickel, dime, quarter, half dollar, or combination of denominations) the stamps are dispensed at regular post office prices, with one cent being deducted for making change. In the above example, total purchase price is 38 cents. A half dollar in the slot results in the return of 11 cents.

The change-making stamp machine also operates independently of the vendor. Anyone desiring change who doesn't wish to buy stamps can insert a coin and receive full value, less one cent.

Six months ago, when coin radios made their debut, there were five manufacturers in the field. Today there are 20. In January, 1947, six coin-changer devices are coming off production lines. By the summer of '47 their number should quadruple, and when the horns root and roar at the dawning of 1948, coin-changers will be looked upon as an "old reliable" by the coin-pushing public.

WE TAKE THE GAMBLE

WHEN YOU BUY FROM US!

Any Machine We Sell Is Guaranteed to Satisfy or the Shipment Can Be Returned Within Five Days After Delivery for Full Cash Refund of Purchase Price Less the Transportation charges.

GET OUR PRICES

MILLS GOLD CHROME BELLS
MILLS SILVER CHROME BELLS
MILLS BROWN FRONT BELLS
MILLS BLUE FRONT BELLS
MILLS CHERRY BELLS
MILLS BONUS BELLS
MILLS MELON BELLS
MILLS CLUB CONSOLES
BAKERS PACERS

ALL MODELS — ALL COIN PLAYS

We Specialize in Rebuilding Mills Slots and Paces Races

SEE US FOR PACES RACES — Service and Supplies

BAKER NOVELTY CO.

1700 WASHINGTON BLVD., CHICAGO 12, ILL.

Do You Need
Arcade Equipment
RAY GUNS
or CONSOLES?
— SEE —
PAUL A. LAYMON
DISTRIBUTOR
1503 West Pico Los Angeles 15

CMI Ruling to Protect Buyers at Show

CHICAGO—To prevent exploitation of operators and distributors, CMI has promulgated a ruling, to be in effect at the national show, as follows:

1. Every exhibitor must convince CMI directors that they are or will be in production by show time in quantities to insure prompt deliveries of any orders taken at the show.

2. It is strictly taboo for any exhibitor to solicit deposits with orders taken at the show.

Violations of exhibit contracts will result in summary removal of any exhibit or exhibitor.

The new regulation is designed to correct abuses of the past. Many times manufacturers used deposits taken at the show to help finance their production. As a result, purchasers were forced to wait months for delivery; when delivery was made, the product's timeliness had sometimes ebbed and the market was no longer receptive.

DeLuxe Mfg. Assets Auctioned

CHICAGO—Assets of the bankrupt DeLuxe Mfg. Co., including the defunct firm's entire stock of *Flash Hockey* machines, parts and materials to complete 400 coin machines, tools, fixtures, and other factory and office equipment, were recently placed on public auction.

Now On Display

H. C. EVANS & CO.'S

BANG TAIL

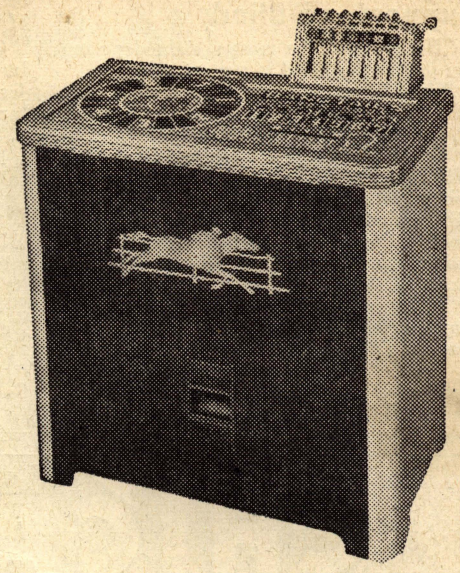
WINTER BOOK

GALLOPING DOMINOS

•

Immediate Delivery from Stock

•



WILLIAMSON DISTRIBUTING CO.

Exclusive Evans Distributor for Northeastern California

1220 K. Street, Phone: 3-5565 **Sacramento, California**

It's Coming—

The

SOURCE BOOK

of the

COIN MACHINE INDUSTRY

for 1947

The Industry's FIRST COMPLETE and AUTHORITATIVE DIRECTORY

5-BIG SECTIONS-5

1. MASTER INDEX OF MANUFACTURERS. A complete alphabetical listing, with addresses, of every known coin machine manufacturer in the United States.
2. SOURCE FILE. Every type of equipment, service or supplies available will be listed in this section with the names of the manufacturers or suppliers. The first complete and accurate service of its kind to be made available.
3. REGISTERED TRADE MARKS, COPYRIGHTS, etc. Will provide instant reference for buyers who know products by trade names only.
4. JOBBERS AND DISTRIBUTORS. Hundreds of jobbers and distributors with complete addresses and, in most cases, the type of equipment offered by each.
5. TRADE ASSOCIATIONS. All recognized trade associations in the Industry with names of officers, directors, addresses and meeting dates.

25,000 CIRCULATION — $1.00 PER COPY

PUBLICATION DATE — MARCH 1ST

Advertising Now Being Accepted. Contact Our Nearest Office.

The COIN MACHINE REVIEW

35 East Wacker Drive, CHICAGO 1 CENtral 1112

1115 VENICE BLVD., LOS ANGELES 15 Fitzroy 8269

441 Lexington Avenue, NEW YORK 17 Murray Hill 2-5589

CMI Rallies to Support of Blind

CHICAGO—"The most a sighted person can do for the blind is not enough."

With these words, Jas. A. Gilmore, secretary-manager of CMI, has launched a drive to aid the Braille Institute of America in behalf of its new building fund, and asks all members of the Industry to contribute individually to the project, which will result in social and economic advancement of the blind through modern machine shops, classrooms, research labs, recreation facilities, etc.

"In the event the total contributions we may receive from others in your industry reaches a figure that would cover the cost of a unit," states R. R. Heistand, public relations director of the Braille Institute, "we shall be only too glad to apply that total sum to a memorial."

Gilmore believes such a memorial would be a splendid testimonial to the generosity of the Industry.

Checks should be made payable to Braille Institute of America, Inc., and mailed to Jas. A. Gilmore, Coin Machine Industries, Inc., Room 508, 134 North LaSalle St., Chicago, Ill.

Mutoscope Exhibits At Hotel Show

NEW YORK—The International Mutoscope Corp., Long Island City, exhibited its two outstanding machines, the new *Photomatic* and the *Voice-O-Graph*, at the Hotel Exposition at Grand Central Palace, recently.

Set in a splendid location on the third floor Al Blendow, Larry Ascher and Larry Galante, of Mutoscope's Sales Department, were busy in their booth from the opening to the closing of the show, answering inquiries and exhibiting to hotel executives and hotel owners how the machines operate, and how they are supplied free of charge by Mutoscope's coin machine operators.

The responses were gratifying and Mutoscope is extremely pleased with the singular success of this show. They see for operators a tremendous increase in markets for this coin-operated equipment. At present, many hotels are using *Voice-O-Graphs* and *Photomatics* in their lobbies.

Fast Play Featured In Bally's New Game

CHICAGO—John Q. Public's desire for speed and more speed in this swift-moving era has been answered in the amusement world by Bally Mfg. Co. Their new five-ball game, *Midget Racer*, was developed to answer the current preference for fast-play equipment.

"Besides being a fascinating skill-amusement game, *Midget Racer* is an ideal competitive play machine," says George Jenkins, Bally's general sales manager. "Lively board-action, last-minute suspense and a four-way score system is resulting in heavy repeat play."

One of the new features incorporated in *Midget Racer* is the new Bally Inner-Lock Cash-Box, which may be locked with a separate lock inside the front door. Installation of the Inner-Lock is optional.

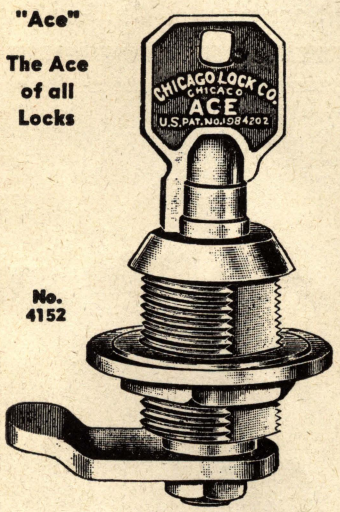
Dues-Free '47 for CMI's Associate Members

CHICAGO — Associate members, who joined CMI to support the public relations program, will continue as members in good standing through the year 1947 without further payment of dues.

The Board of Directors voted on this move, and James Gilmore, secretary-manager for CMI, has notified associate members of the board's action.

CHICAGO
PATENTED Locks

"Ace"
The Ace of all Locks

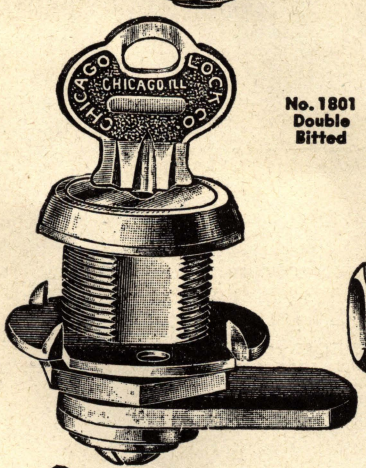


No. 4152

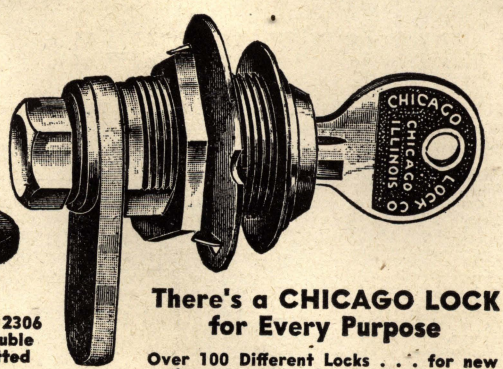
STANDARD EQUIPMENT on America's Leading Coin Operated Devices

You can't compare the Chicago "ACE" Lock with any other lock. It's different—INSIDE AND OUT! Its ingenious mechanism makes it drill-proof, shear-proof. And the Ace ROUND Key — the strongest made — defies duplication. Chicago Ace Locks can be all keyed alike or furnished to various key changes. . . . Play Safe!—Enjoy—"UTMOST SECURITY" with Chicago "Ace" Locks. Ask your distributor—or write us—TODAY.

Thousands of Operators and Manufacturers have found that No Other Lock Equals the Chicago ACE Lock for Real Protection . . .



No. 1801 Double Bitted



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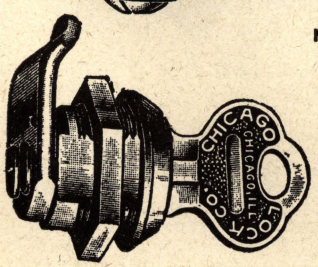


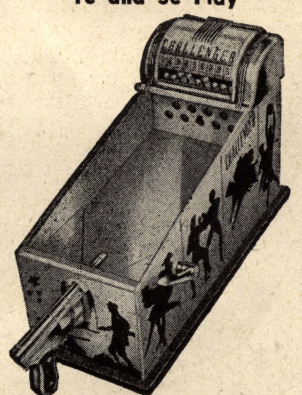
No. 2306 Double Bitted

There's a CHICAGO LOCK for Every Purpose

Over 100 Different Locks . . . for new equipment and replacements . . . for metal or wood cabinets . . . for vending, amusement, and musical machines . . . Ace Locks, Single Bitted, Double Bitted . . . Locks for all purposes. . . . Write for catalog complete Chicago Line.

CHICAGO LOCK CO.
2024 N. RACINE AVE., CHICAGO 14, ILLINOIS

Now Delivering
The NEW A. B. T.
CHALLENGER
1c and 5c Play



The most popular Skill Counter Game ever made. For every location. Players can't resist shooting Army type pistols. They challenge each other to constant play and they bring you enormous returns.

$65.00 each

Lots of 25.....$60.00
Lots of 50..... 55.00
Lots of 100..... 50.00

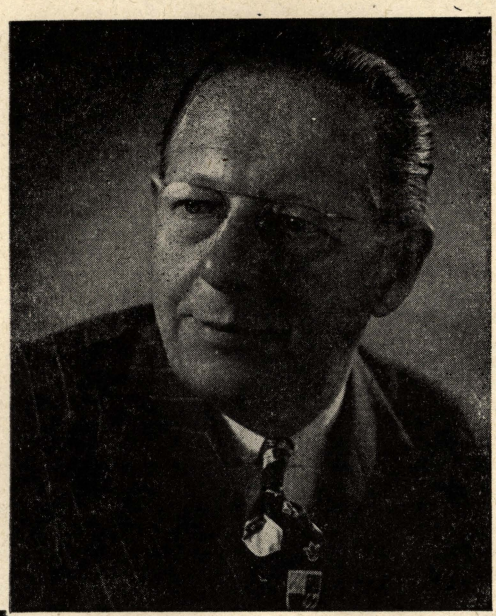
— SEE —

PAUL A. LAYMON
DISTRIBUTOR
1503 West Pico Los Angeles 15

Grand Opening!

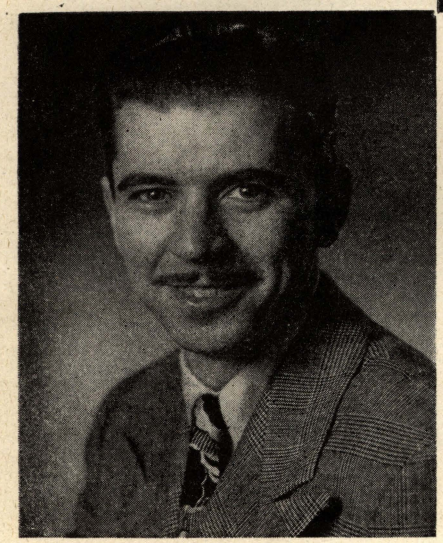
COME ONE — COME ALL

WEDNESDAY
JANUARY 15



WM. R. HAPPEL, General Manager

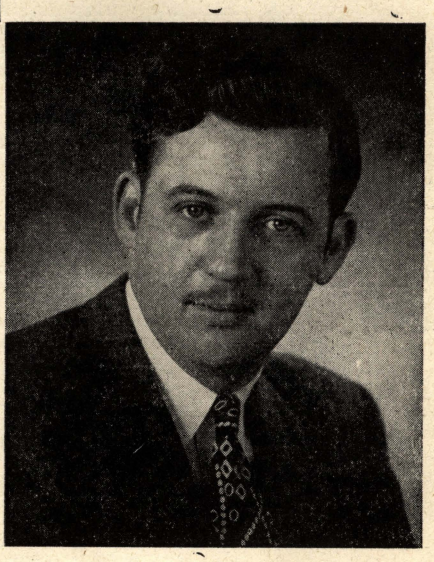
2251 W. PICO
LOS ANGELES



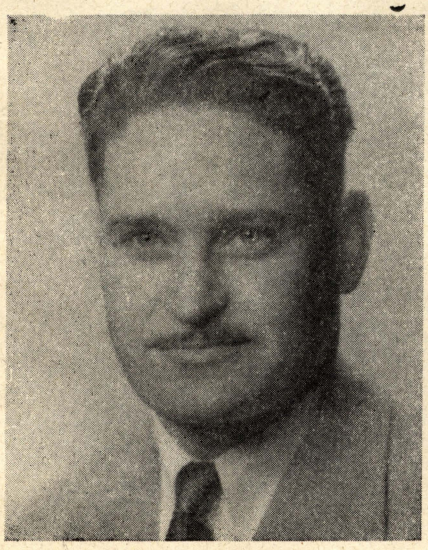
J. L. LEONARD, Gen. Mgr., Parts Dept.

Special Invitation

The staff of Badger Sales extends a most cordial invitation to all its friends in the Coin Machine Industry to attend the grand opening of the beautiful new sales rooms at 2251 W. Pico Blvd., Los Angeles, on January 15, from the hours of 10 A.M. to 10 P.M. Lunch and refreshments will be served. Bring your friends!



WM. E. HAPPEL, Assistant Mgr.



J. S. DUARTE, Export Mgr.

S. L. WARLICK, Acct.-Office Mgr.

BADGER SALES CO., INC.

2251 West Pico Blvd., Los Angeles 6, Calif.

Colossal Entertainment Program For Show Called "Magnifiganza"

By R. W. Hood,
President, H. C. Evans & Co.

A stupendous program of entertainment, so mammoth that even a new word had to be created to describe it adequately, will sensationalize the big coin machine show in Chicago the night of February 5 at the Stevens Hotel.

The gala night of kaleidoscopic glamour is best described as a "magnifiganza." Without getting the least bit corny, it can be said without equivocation that "extravaganza" and all the other old worn-out superlatives will not begin to describe the splendid spectacle that is being created for the coin machine folks.

Even though the coin machine show itself will be held February 3, 4, 5, and 6 at the Sherman Hotel, the magnifiganza of entertainment will be presented the night of February 5 in the mammoth ballroom of the Stevens Hotel, the world's biggest hostelry.

It is an instance of poetic justice, perhaps, that the Stevens Hotel is to be the site of the event, since the program that is now in the process of being organized undoubtedly will be one of the most glittering, most stupendous, and most extravagant of its kind ever presented.

Every available inch of the huge ballroom will be devoted to placing tables and chairs so that as many persons as possible will be able to witness the gleaming spectacle after partaking of a sumptuous feast featuring delicious delicacies prepared as only master chefs can do. Even at that, though, the space will be limited when compared to the tremendous number of persons who want to attend, so it is imperative that reservations be made immediately.

Even though the entire gala program for the never-to-be-forgotten night has not yet been definitely formulated in its entirety, enough acts already are on the dotted line to guarantee that this first after-the-war entertainment of the Coin Machine Industry will far out-scintillate any of the scintillating programs of bygone years.

In the past, the Coin Machine Industry has traditionally out-shone all other convention groups meeting in Chicago—and there are hundreds of them every year—in presenting costly and kaleidoscopic entertainment at its annual banquet. The year 1947 will be no exception.

The committee charged with creating a suitable program for the momentous occasion has resolved that the Industry will out-do not only all other industries and groups in presenting a show of unrivalled splendor, but even its own past efforts.

The program will be strictly "made to order." Every act and every performer is being chosen and selected only after long and careful consideration as to what they can contribute to enhance the glamour, the excitement, and the brilliance of the whole program. Each will be "stellar" in the true sense of that word and each will be cued so that they will bring delightful variety and build towards a smashing climax.

Details of the program, including the identities of the master of ceremonies and the name band, will be announced sufficiently in advance so that the coin machine world will move Chicagoward early in February prepared for its greatest entertainment treat. Also, it is promised, the coin machine world will go back home with its mouth still agape over the splendor of the stupendous entertainment, for its glamour and flash is calculated to create breath-stopping wonderment.

Devotees of Terpsichore, dainty and daring dancers of rare skill and artistry, will provide one type of eye-catching, breath-taking entertainment on their scintillating toes. Ballet, eccentric, tap and soft shoe, acrobatic, ballroom—in fact all types of dancers sans peer will be sprinkled thoroughly through the program to create an over-all aura of color, gorgeous costuming, flashing action.

On the "drama" side will be a succession of clever skits—spicy but nice—by artists in the difficult field of pantomime and dialogue. Some of the "dramatic" presentations will be written and prepared particularly for the coin machine entertainment.

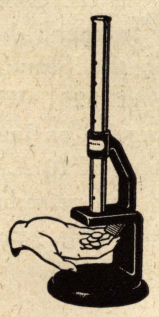
Vocal numbers, both sugary and torrid, will be spotted throughout the elaborate melange to fill the air with music and melodious tones. Men and women vocalists of note, including many "greats" whose names are commonplace as outstanding stars of the airways and movies, will help to make up the song section of the program.

Of course, too, there will be a vast company of individual stars who shine alone—soloists in voice or on instruments, terpsichorean specialists, monologuists, merry mad humorists, acrobats with rubbery bones and amazing strength, and other novelty stars of skill and dexterity.

Comedy will spice the entire program generously. Under the skillful guidance of the master of ceremonies, Old Man Gloom will be barred at the door and inside the mammoth ballroom, it will be—"Laugh, Boys and Girls, Laugh!"

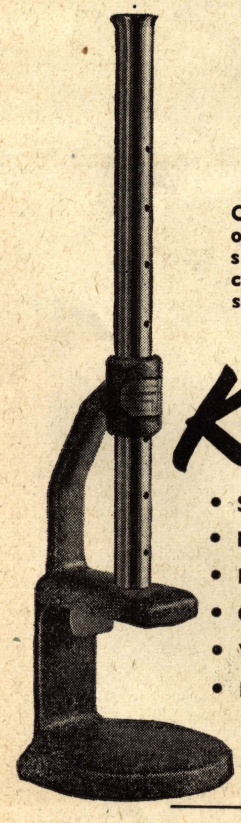
Even "thin coins" can't slow up this

Streamlined
COIN CHANGER



It's fast! A light touch of the handy lever delivers five nickels into your palm.

Can't miss, can't fail. It's the only patented dispenser which satisfactorily handles "thin coins." Pays for itself in time saved!



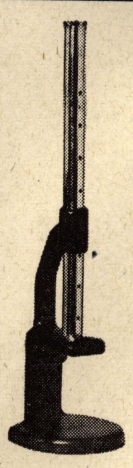
KWIK-NIKLES

- Sturdy — All Metal!
- Feather Touch Operation!
- Holds a Full 200 Nickles!
- Guaranteed Accurate!
- Wall or Counter Mount!
- Plated Solid Brass Tube!

JOBBER'S LIST PRICE
9.85

Distributors wanted. Individual penny, dime and quarter models available. Write for discount deal!

McPHERSON MFG. CO.
501 E. 34th STREET TACOMA 4, WASH.



KWIK-NICKELS
Streamlined
Coin Changer

Solid Aluminum Casting
Polished Chrome
Holds $10 In Nickels

Guaranteed Accurate
$9.85
Each

—— SEE ——
PAUL A. LAYMON
DISTRIBUTOR
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Here's a Couple of Eyefuls by HARLICH!

"EYE OPENER"

1056 R. M. HOLES — SPECIAL THICK — 5c PLAY

BOARD $52.80 P.O. $23.88 Av. PROFIT $28.92

Form No. 11543

Form No. 11546

"NET RESULTS"

1000 R. M. HOLES — SPECIAL THICK — 5c PLAY

BOARD $50.00 P.O. $22.45 Av. PROFIT $27.55

HARLICH MANUFACTURING COMPANY

1200 NORTH HOMAN AVENUE CHICAGO 51, ILLINOIS

OPEN HOUSE

Hotel Continental

— CHICAGO —

FEB. 3-4-5-6, 1947

Newspaper Prepares Coin Customers for Price Hike

DETROIT—"That fat little coin on which the buffalo and the Indian swap sides isn't worth a nickel these days."

With this opening remark, Staff Writer Gerry Weeks of the *Detroit Free Press* goes on to explain the who, why and what of forthcoming increases.

"The vending machine operators and distributors, no less beset by rising material and labor costs than other businesses, are trying to figure out a way to wean consumers away from the nickel habit."

Weeks goes on to explain that Wurlitzer is spearheading the ten-cent campaign and that most music distributors agree they must ride with the dime drive.

Alex Curtis, owner of Curtis Coin Machine Co., while noting that phonographs cost about two and a half times as much as pre-war models, and record prices have more than doubled, believes that patrons won't dime the chute as often as they once nickeled it. Curtis, who also operates *Skee-Ball*, will keep the bowling game on five-cent play.

Switching into Candy Lane, Weeks, on authority of Mervin Jacobson of Jacobson Automatic Service, says the nickel bar is on its way out and soon the dime will rule supreme. Setting a new price in odd cents would mean that each candy bar would have to be repacked and pennies attached. The cost of this operation, Jacobson told the *Free Press* reporter, would be too high.

Other machines whose intake figure has risen, according to the news gatherer, are photo machines (from 15 to 20 cents), and *Voice-O-Graph* (from 25 to 30 cents).

Harlich Producing Novel, Colorful Boards

CHICAGO—Harlich Mfg. Co.'s new plant is streamlining all phases of production and will soon introduce new, novel, profit-making boards which Manny Gutterman, director of sales, predicts will rival any type of salesboard which has ever been devised in appearance, play appeal and revenue.

Gutterman also stated that due to the heavy demand for money boards, the firm is concentrating its production on this type.

New Field Representatives

CHICAGO — Automatic Machine and Supply Co. has appointed Arthur Schwartz and Morey Ovitz as field representatives. Addition of these men now enables the firm to give complete coverage to operators in the Midwest.

FOR SALE!

Used Super Bells in perfect condition and look good, already crated for shipment. Special Price	$ 169.50
Brand new rebuilt Baker's Races, never been uncrated	249.50
Slightly used rebuilt Baker's Races, looks like new	199.50
Slightly used rebuilt Evans Bang Tail, looks and runs like new	149.50
1—Mutoscope Voice-O-Graph, with 35c slots, used only two weeks, location closed—Sacrifice Price	1,295.00
ATOMIC BOMBER by Mutoscope, Floor Sample, never been on location	395.00
"Whizz" by Genco, brand new, never been uncrated, complete with stand	139.50

N. O. BLEDSOE

816 West Elm El Dorado, Arkansas

Personality of the Month

THE REVIEW'S HALL OF FAME

Bert Farmer

"He is imaginative, enthusiastic, energetic, ingenious and forceful. He is large in character and physique and therefore naturally commands respect. He is neat and presents a fine military appearance."

Admiral S. A. Taffinder, then commandant of the 13th Naval District, so described Albert H. "Bert" Farmer of Seattle in recommending him for advancement and it's a description that still applies to perhaps the best-known coinster in the Pacific Northwest.

Looking at Bert now, back in civvies, the picture of a successful businessman, it is hard to see the rough, tough kid that was Bert Farmer just before World War I. He was born in Seattle, at the foot of Queen Anne Hill, in 1903, and lived a normal boy's life until the age of twelve. Then his mother died and his father, a marine engineer, wasn't equal to the task of keeping the family together. Bert and his brothers were sent to disciplinary schools, his sister to another school.

Young Farmer got out of the school in 1918 and, lacking a home to go to, enlisted in the Army. He was only 15 years old but big for his age, and it was easy to make the recruiting officers believe he was 18.

Bert had a tough time in the Army at first, hating the marching and the discipline, until his captain discovered what a crack shot he was. He had spent a lot of time hunting with his dad, using the same type of rifle the Army now gave him. Bert didn't take to the Army's formal shooting styles but the captain was smart enough to recognize the youth's ability and let him shoot his own way, with the result that Bert became the best marksman in the company. He never had a chance to demonstrate his skill in action, however, as the war ended with his company 15 miles from Bordeaux.

Out of the Army, Bert went to sea, serving his first voyage as an oiler, with his father as chief engineer and his grandfather as first assistant engineer on the same ship. Used to the out-of-doors, however, he didn't fancy the engine room and soon transferred to the deck, where he worked up to bosun. For four years he sailed to all parts of the world—South America, the Orient and Europe.

In 1923 the young seaman threw his sea bag ashore at Everett, Wash., and turned to general longshore work along the Puget Sound waterfront. He became active in sports, first playing and then managing the Waterfront football and baseball teams which made athletic history in Everett from 1923 to 1927.

Farmer wasn't satisfied with being just a stevedore, however. During those long watches at sea he had time to reflect on his lack of education and resolved to do something about it. Ashore in Everett, he enrolled in night school, an activity he continued until 1936, studying business administration, salesmanship, bookkeeping, parliamentary law, public speaking and mathematics.

In 1924, as a result, Farmer was made foreman for the Pacific Stevedore Co. and five years later was appointed general outside superintendent, an important position. He shared these successes with the former Olga Nygren, who became Mrs. Farmer in 1927.

In 1929 began the depression, which soon hit Bert's company with the loss of its most important contract. With longshore jobs few and far between, Farmer decided it was time to practice the salesmanship he had studied in night school. He turned to door-to-door selling, taking the Snohomish County agency for the McNess Co., selling brushes, spices and extracts. He did such a good selling job that he ran all his competitors out of the territory.

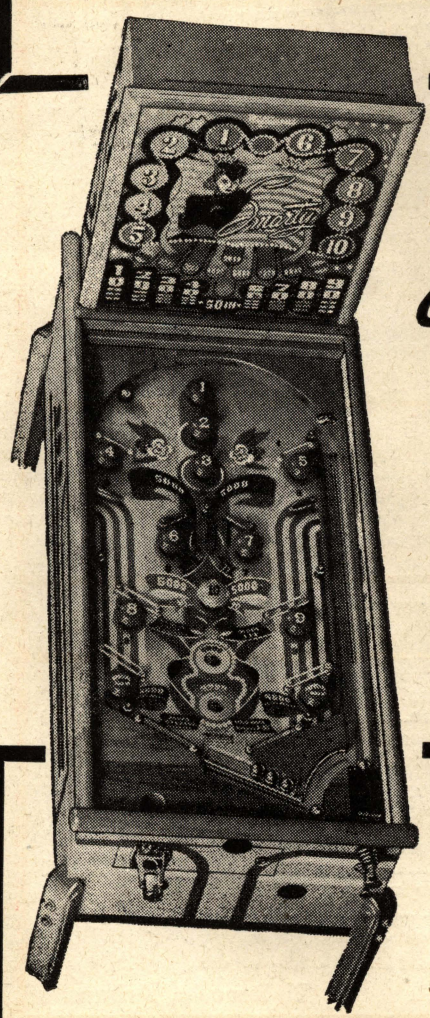
While working his routes, Bert became interested in the peanut vending machines he saw everywhere. With beer coming back, he sensed a business possibility here and bought first 10, later 25 peanut vendors. Extending his routes, he also purchased a number of ball gum machines, living off his stevedore earnings and putting all the proceeds from his machines back into the business.

Bert soon found his merchandise machines were small-time compared to the amusement games. He'd be taking pennies from his machines while the amusement operators were collecting nickels, dimes and quarters. So he expanded into the amusement game—slots, pin games, music machines, diggers, cranes, fortune-telling machines and marble games. Sometimes he met opposition, but he had met some pretty

(Continued on Page 24)

Official Photographer for . . . EX 2458
THE COIN MACHINE INDUSTRY
MERGE STUDIOS
2115 WEST PICO BLVD.—LOS ANGELES 6, CALIF.
EXPERT COMMERCIAL and FINE PORTRAIT PHOTOGRAPHY

FEEL SMART! BE SMART!
OPERATE



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WITH
WILLIAMS'
BRAND NEW
DOUBLE SCORE
FEATURE!

Place Your Order With
Your Jobber NOW!

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MANUFACTURING
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161 W. HURON ST.
CHICAGO 10, ILLINOIS
MEMBER CMI

Immediate Delivery
ABT COIN CHUTES
and
COMMERCIAL COIN
DETECTORS
Mills Vest Pocket F.P.,
Chutes $3.50
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PAUL A. LAYMON
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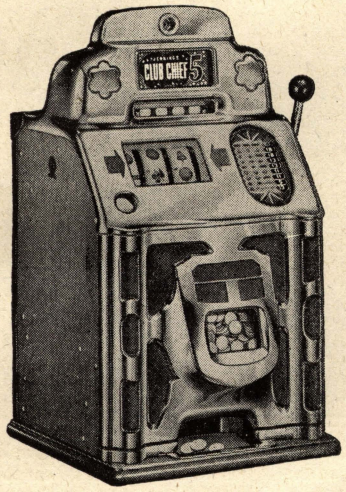
JENNINGS

Super DeLuxe Chief

DeLuxe Chief

Standard Chief



All Models Have the Famous
Jennings Escalator. There Is No Finer.

Why Not Get The Best?

DAVAL COUNTER GAMES

AMERICAN EAGLE . . . $54.00

Slot Symbols—Token Payout
Non-Coin Operated. Tax Free

FREE PLAY $75.00

Slot Symbols—All Mechanical
Registers up to 70 Free Plays
Gum Vender

BUDDY $33.00

1c Cigarette Reels—Coin Divider
2 Separately Locked Cash Boxes
Gum Vender

BEST HAND OOMPH
MEXICAN BASEBALL

Penny play counter games. Competitive. One or two person play. Sparkling, fast and furious games of skill. New Daval precision-built, jam-proof and fool-proof.

Immediate Delivery

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Bally Draw Bell
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FULL OF ACTION—FULL OF PROFIT!
ATTRACTIVE. WIDE SELECTION
50 AND 20% OFF FACTORY LIST
IMMEDIATE DELIVERY LATEST NUMBERS

Reconditioned

1 and 5 Balls - Slots - Consoles
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A SPECIALIZED CREDIT AND FINANCING AGENCY FOR MANUFACTURERS AND DISTRIBUTORS OF COIN-OPERATED MACHINES

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134 NORTH LASALLE STREET • CHICAGO 2 • ILLINOIS

717 MARKET ST., SAN FRANCISCO, CALIF. • CONSTRUCTION BLDG., DALLAS, TEXAS

BERT FARMER

(Continued from Page 22)

tough men along the waterfront and the experience made him more than a match for anyone in the amusement business.

Farmer also operated scales and cigarette vendors, pioneering those fields in the Pacific Northwest. Six Rowe *Deluxes* was his first cigarette machine order, he remembers.

There were no distributors in the Pacific Northwest at that time so Farmer would deal directly with the Eastern manufacturers. He also had to be his own service department, and here the mechanical teaching of his father came in good stead.

During all this time Farmer kept his connections on the waterfront. The stevedores remembered him as a good union man, the businessmen knew him as a skilled leader. Therefore, when labor troubles harassed the area, both sides were satisfied to have Bert Farmer as a mediator.

Farmer is still proud today of a fishermen's strike he settled in 1934 and also of his record as federal supervisor in charge of all longshore hiring halls in the state.

In the coin machine field, Farmer helped to organize the Washington Automatic Merchandisers' Assn., serving several years as president, and also the Washington Amusement Assn., of which he was secretary. In the middle 30's some operators thought the business was over-expanding, one man selling out because he was convinced the saturation point had been reached with 20 diggers in Seattle. Farmer's judgment was vindicated when hundreds of diggers later were placed in the field.

Farmer reached the peak of his operations in 1940, when he was the biggest operator in the Pacific Northwest, with hundreds of machines on 25 routes extending from Portland, Ore., to the Canadian border. He headed two companies, Superior Distributors, Inc., and the Cigarette Sales & Service, the latter with 90 machines.

About this time Farmer began to weary of the amusement game, with its increasing license problems, and could see the dawning of a tremendous new era for merchandise machines, his first love. Accordingly, he sold his amusement routes and prepared to specialize in merchandise machines. The imminence of war made this impossible, however, so in 1941 he also sold his Cigarette Sales & Service to the Sterling Tobacco Co.

Farmer was in the Naval Reserve and in 1942 was called to active duty as a warrant bosun. He served as cargo control officer at Seattle and rose to the rank of lieutenant because of his fine record. His waterfront experience proving invaluable, he loaded the first deckloads of PT boats and rescue craft, as well as the largest planes. He also set up a training program for ammunition loading crews that was adopted by the Navy for general use. Although usually given substandard personnel for ammunition loading, he was able to compile a remarkable safety record.

Back in civilian life, Farmer has resumed his duties as Pacific Northwest district manager for E. C. McNeil, Western representative for National Vendors. He expects a big future in candy, cigarette and beverage merchandising machines.

Farmer's favorite recreation is watching his 17-year-old son, Dale, play tackle on the Franklin High School football team. Bert was a tackle himself in his football days at Everett and Dale, 5 feet 11 and 195 pounds, is only a slightly smaller version of his dad, 6 feet 1 and 210 pounds. Bert now confines his sports participation to salt- and freshwater fishing and hunting for deer, pheasants and ducks.

Socially, Farmer has been a member of the Elks since 1925, is a grand officer of Masonic organizations and a member of their drill team, and also belongs to the Lions. But the social life he likes best is the comfortable eight-room Seattle home where he lives with Mrs. Farmer, Dale and 13-year-old daughter, Joleen.

SALESBOARDS

SPECIALS—IMMEDIATE DELIVERY

Holes		Name	Profit	Price
1000	25c	J. P. Charley (Avr. Profit)	$ 52	$1.56
1000	25c	J. P. Chas XXThk Pro-Avr...	52	1.98
600	25c	Barrel Winners XThk, Def...	45	2.39
1200	25c	J. P. Tex. Chas, Thk-Pro, Avr.	102	2.50
2000	5c	Lu-Lu-Belle-XXThk-Def.	$ 23	$3.14
1000	5c	J. P. Bull's Eye, Thk-Avr.	28	3.28
1000	5c	J. P. Lady, Your Hat-Grile-Avr.	28	3.54
1000	5c	J. P. Big Apple-Thk-Prot.-Avr.	30	3.95
1020	10c	J. P. Gilded Baby-Grile-Avr.	56	3.98
1340	5c	J. P. Moon Gazing-Grile-Avr.	$ 34	$3.99
1200	5c	J. P. Strip Poker-Thk-Pro.-Avr.	30	3.99
1080	5c	J. P. Let's Have Fun-Thk-Pro-Avr.	27	3.99
2268	10c	J. P. Barrel Jackpots-Pro-Avr.	82	4.98
1347	10c	J. P. "O-o-o-o" Girlie-Pro-Avr.	80	5.98

Write for "New Wholesale" Bulletin.

(9 years specializing in the finest bds.)

LEGALSHARE SALES

Box 86-R Huntington Beach, Calif. (Phone 2842)

AOAA Has Dinner-Dance

NEW YORK—The Arcade Owners Association of America's third annual dinner-dance was held in the Village Barn on December 12. Reservations were snapped up early and a big crowd attended.

AUTOMATIC MUSIC

Seeburg Advocates Retaining Nickel Play

CHICAGO—Reflecting the controversial nature of dime play, Marshall Seeburg, president of J. P. Seeburg Corp., has come out publicly for retention of the nickel, while both AMI and Wurlitzer favor changing to ten cents, three-for-a-quarter.

"Our success is definitely tied in with the success of our operators," Seeburg declared. "It is of primary importance that they operate at a profit and this can only be done if they retain the goodwill of the public. Since five-cents-a-tune music is the music of the masses, it will remain the emphatic policy of this company that Seeburg phonographs will continue to present music for a nickel."

Seeburg feels that raising the price of phonograph music 100 per cent will create a buyers' strike and will lead to disaster for the Industry. At the same time, the president of the firm realizes that effective steps must be taken to offset increased operating costs and advances the following suggestions:

Increase play to yield maximum in revenue and protect operator investments by lengthening the life of equipment so that costs may be amortized over a longer period of time.

Seeburg maintains that each system should be "tailored" to the requirements or sales potential of individual locations. "To do this, Seeburg is stressing the use of remote control equipment and scientific sound distribution. Seeburg equipment, to make this possible. includes the *'1-47' Symphonola;* wireless and 3-wire *Wallomatics* with a 5-, 10-, and 25-cent coin chute or nickel chute; 8-inch tear drop speakers, 12-inch mirror speakers and recessed wall and ceiling speakers; dual remote volume

(See SEEBURG Page 26)

Locations Are Not Entitled to 50% Of Receipts Even With Dime Play

By George A. Miller

State President of the California Music Operators Assn.

During the past few months there has been a great deal of discussion, both pro and con, by operators all over the United States regarding the rental basis on automatic phonographs and the advisability of changing play from a nickel to a dime, three-for-a-quarter.

For over two years I have been urging music operators in Northern California to change their rental setup. I pointed out that as soon as the war ended, prices would go up on the cost of machines, parts, and service, and that revenue would go down. But during those lush years the boys were making too much money to evince interest in such a proposal.

However, seven months ago the handwriting on the wall became clearly visible to all. Operators realized that the 50 per cent rental basis was in reality, not a 50 per cent basis, because after they had paid out 30 per cent for operating costs, they actually netted only about 20 per cent of the profit.

On September 20, 1946, operators in Northern California, through no choice of their own, changed their rental from 50 per cent to 33-1/3, up to and including $30. All monies over $30 are divided 50-50. To illustrate specifically, let us take a $50 a week gross spot. (Incidentally, there are very few $50 a week locations at the present time.) On the first $30 the operator receives $20 and the location owner $10; on the next $20 the operator receives $10 and the location owner an additional $10, thus making a total of $30 for the operator and $20 for the location owner. This division of receipts nets the operator about $40 a month more than the so-called 50-50 deal, and has proved satisfactory not only to operators but to approximately 99 per cent of the location owners. The loss of locations due to this change of rental has been almost nil.

I will agree that it took "guts" on the part of the operators to make this drastic move; but one of the reasons why the change succeeded is because members of the CMOA have always had open minds in regard to bettering their conditions. They backed the proposal to a man. Even a few operators who are not members of the association have cooperated 100 per cent because they too realize that the time has

Introducing a New Service: A Review of Classical Records

To its long list of "firsts" and exclusives for the trade, THE COIN MACHINE REVIEW now adds a record review section on 10- and 12-inch classical discs for low-volume and wired music operators.

Reviews of popular records can be found in a number of publications; as a result, operators are well prepped on their money-making potential. But how many music men have this same advance information regarding the classics?

THE REVIEW has answered this question by presenting the first review on the latest in classical music in this issue, and will continue to extend the service in each succeeding issue.

CALIFORNIA MUSIC OPERATORS ASSOCIATION

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California Music Operators Association

Membership Is Successful

Operating Insurance

We are interested at all times in hearing from other Associations in the nation and exchanging worthwhile ideas and suggestions with them. Please write.

GEORGE A. MILLER, *President*

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AIREON HIDEAWAY UNITS

Expert Phono Service

Factory-trained mechanics to take care of all phonograph and amplifier repair and maintenance problems. Reasonable rates. Any job—large or small.

Complete Line of Phono Parts

Main Gears for Seeburgs and Wurlitzers. Pick-Up Coils for Seeburgs (except High Tones). Casters, Fibre Inserts for Wall-O-Matics. Motors, Amplifiers, Pick Up Heads for exchanges.

USED EQUIPMENT FOR SALE

See us for a large and choice selection of high-quality used phonographs and remote control equipment.

NELS NELSON

2329 W. PICO BLVD. Fitzroy 0545 LOS ANGELES 6, CALIF.

come when they could no longer operate on the so-called 50-50 rental basis.

I have read with great interest where several manufacturers and many operators are attempting to place a ten-cent, three-for-a-quarter slot on automatic phonographs. Advocates of this movement may be on the right trail; after all, they are entitled to their opinion even as you and I. But much thought should be given to the change if they have the least intention of operating on the 50-50 basis.

Personally, I feel that this would be another means of prostituting the automatic phonograph business. In the first place, the location owner has never been entitled to a 50-50 division. He makes no investment whatever; he pays none of the cost of installation or operation; he pays nothing toward the damage of equipment or the rate of depreciation. If a phonograph is lost by fire or theft, does he offer to pay 50 per cent of the loss of the machine?

We, as operators, have just been foolish enough to allow a location owner to believe that he supervises our business, and the time has come when we must have the plain "guts" to run our own business and realize that it belongs to no one but ourselves. I know of no other business, except this one, where all the money is invested by one party and yet profit is divided on a 50-50 basis.

Returning to ten-cent play: I feel that this is the wrong time to ask the public to pay ten cents for a luxury they have been getting for a nickel because general business trends are on the downgrade. Should the operators decide at a later date that the ten-cent, three-for-a-quarter chute is for the best interests of the music business, I will cooperate wholeheartedly—but only on a 1/3-2/3 basis. Regardless of what the cost per play might be, I will never concede that 50 per cent to the location owner is right.

I hope that each and every operator who reads this article realizes that my thoughts in the matter are strictly for the benefit of the music operator. I have at all times had the operator's interests at heart and shall continue to do so as long as I am affiliated with the music business in any capacity.

SEEBURG

(Continued from Page 25)

control; an auxiliary amplifier that will power speakers at points as remote as 750 feet, and a pre-amplifier public address system that becomes an integral part of the music system."

In announcing the Two-Year Plan, Seeburg "assures operators that the *'1-47' Symphonola* will remain in the Seeburg line with no changes in cabinet design during 1947 and 1948. This means that operators will be able to amortize the cost of the *Symphonola* over a two-year period. More than that, the *'1-46' Symphonola* can be converted to the *'1-47'* for a nominal charge, thus becoming a three-year phonograph.

"As we clearly state in our Two-Year Plan . . . 'This is not a pledge to stand still for Seeburg will continue its leadership in the music industry. Our line will be augmented from time to time as new Seeburg developments become available. However, such new products will be added to expand our line and not to replace the *Symphonola.*'"

Packard in Arizona

PHOENIX—After signing a franchise as Packard representative for the state of Arizona, Phoenix Distributing Co. set up a clamor for immediate deliveries to meet heavy operator demand.

New Packard Distributor

OGDEN—Knudson Music Co., newly appointed distributor for Packard products in Utah and Southeastern Idaho, has received its first carload shipment and reports that sales are brisk.

★★ NIGHT ★ CLUB ★ GIRLS ★★

A New Series For Peek or Panoram

FLYING FANS ★

SAMBA REGGIE ★ TIGER BOOGIE ★

GYPSY MADNESS EGYPTIAN DANCE ★

THE WEB & THE BUTTERFLY

Write for Literature—Series 1 to 21

6 SOUND SUBJECTS $36

Series 22 Just Released by

QUALITY PICTURES CO.

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NEW FILMS

for

Panorams & Solovues

Program No. 22

"NIGHT CLUB GIRLS"

1. Flying Fans
2. Samba Reggie
3. Gypsy Madness
4. Tiger Boogie
5. Egyptian Dance
6. The Web & The Butterfly

6 SOUND SUBJECTS

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Series 1 to 21 also available

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Aireon Delivers *the Goods!*

WHEN OPERATORS NEEDED NEW MACHINES, IN 1946, AIREON DELIVERED . . . NOT A FEW ODD LOTS . . .

BUT

R. C. Walker (right), President of Aireon Mfg. Corp., and Joe Bush, Works Manager, view the 10,000th Aireon Electronic Phonograph.

10,000

AIREON ELECTRONIC PHONOGRAPHS

UNDISPUTED LEADER OF THE AUTOMATIC PHONOGRAPH INDUSTRY

America's most profitable phonograph is doing a great job on every location and replacing many other makes. Operators report that when they put in these amazing new Aireons their profits increase 18% to 36%. And no wonder! Aireon's thrilling electronic music and sensational beauty of design have won the instant approval of millions of music loving people. Numerous operators testify to the fact that Aireon's split-second changing mechanism and unrivaled player appeal are causing more records per hour to be played on Aireons than on any other automatic phonograph. *See* and *hear* the fascinating Aireon today. Immediate delivery—in quantity lots.

See The New AIREON HIDEAWAY

The new AIREON HIDEAWAY is the smallest Hideaway on the market. It's compact, reliable, tried and proved, with many new and astonishing features. Music on the Aireon Hideaway is crystal clear, with no fuzziness, no distortion. Another example of Aireon's electronic genius. Let us give you a demonstration of this remarkable unit.

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Wurlitzer Dime Play Campaign Covers Nation

NORTH TONAWANDA—Wurlitzer's re-educational campaign, paving the way for universal acceptance of ten-cent, three-for-a-quarter play, is being beamed to operators, location owners, and customers on a national basis.

Following are the high points of Wurlitzer's program:

(1) Notifying all music operators of the impending change through the coin machine press, and announcing that conversion kits would be available to all operators on a non-profit basis so that the change-over could be effected as quickly as possible for the benefit of all.

(2) Making available to operators printed stickers, three inches in diameter, for phonographs, reading, "3 plays for 25c —1 play for 10c," thereby putting the emphasis on the quarter instead of the dime, which should stimulate quarter insertions.

(3) Engaging the famous public relations firm of Tracy-Robinson, Inc. to handle the publicity program to encourage public acceptance of the change.

(4) Releasing news items to practically every newspaper in the country, giving the public detailed information on the increased cost. Accompanying the announcement was a memorandum to editors suggesting that they contact the local Wurlitzer distributor for additional local angles. The distributors likewise were furnished a release and advised to get in touch with local editors.

The initial release captured the fancy of both editors and readers. Leading columnists on metropolitan dailies featured the story, and other newspapers gave it front page mention. *The New York Daily News*, the world's most widely circulated paper, devoted a cartoon to the idea, depicting a phonograph as a man, with arms outstretched. Caption read: "Brother, can you spare a dime?"

(5) Making the announcement over national radio networks.

(6) Directing an extensive publicity drive to tavern, restaurant and drug store publications; these releases explain to bartenders, waitresses and other employees the reasons for the new prices and point out how they can cooperate to help the "boss" quickly accustom his customers to the increase.

(7) Furnishing operators with letters and literature to mail to location owners.

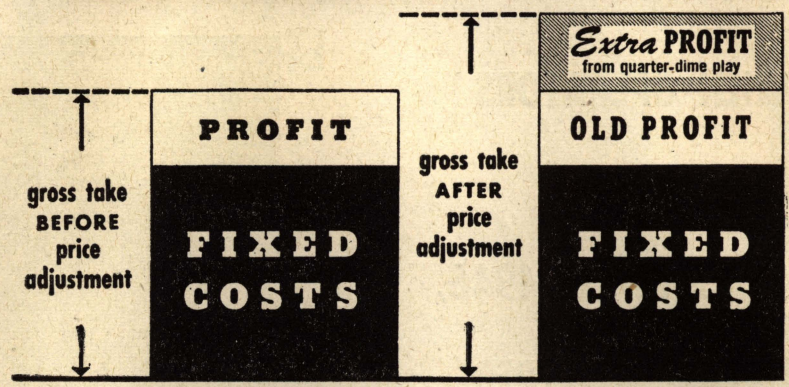
(8) Issuing a booklet to all Wurlitzer Music Merchants, their collectors and service men, portraying in simple, easy to understand manner a pictograph and chart, enabling all operators to present a detailed account of the change to location owners. The booklet shows what the owner can expect and proves to him that his phonograph profits will be higher as soon as his customers are accustomed to the new scale. In conjunction with the booklet, operators are also being given a supply of circulars for distribution to location employees at the time of the change-over.

"A location's employees are important cogs in the wheel," says M. G. Hammergren, Wurlitzer's vice-president and director of sales. "This circular will prevail upon them to back up the new prices, instead of agreeing with customers who complain that they are too high. Our experience has shown us that the location owner will get quite a few complaints when the new prices first go into effect. We are preparing him for this, telling him just how to handle these complaints by explaining to his customers why the new prices are fair.

"After the change-over has been made," Hammergren continued, "some location owners may be inclined to weaken. To keep up their courage until the public has had time to reconcile itself to the new prices, our Music Merchants follow up each installation with letters designed to keep the owner happy until the plan has had time to work itself out to a successful conclusion."

Hammergren also commented on the tremendous task facing Wurlitzer service men in changing machines and boxes. "It is a physical job of staggering proportions," he said. "Service employees of Wurlitzer Music Merchants must convert the mechanism of some one million separate phonographs and remote control boxes. This involves the development of special conversion kits, not only for Wurlitzer equipment, but for every other make of phonograph and wall box still in operation by Music Merchants. It is a project that will probably extend over a period of many months."

How a small increase in gross take means a substantial INCREASE in net profit!



Graph at right shows how *Extra* profit from price adjustment *Doubled* old profit, although gross take increased only slightly.

Sales Staff Addition At Musicraft Records

NEW YORK—Thomas W. Pulliam has been appointed assistant sales manager for Musicraft Records, Inc., and will spend considerable time in the field working with Musicraft distributors on sales promotion and training of sales staffs, as well as calling on retail outlets in the company of distributor salesmen.

Before his appointment to the national office, Pulliam was affiliated with Musicraft Distributors, Inc., covering New York City and the southern section of New York state.

Prior to his war service (as captain in the infantry attached to General MacArthur's headquarters), Pulliam was in the employ of Proctor and Gamble.

OPPORTUNITY IS BECKONING

Here Is The Chance That You Have Been Waiting For

55 units of coin-operated phonographs composed of almost all late model phonographs and good auxiliary equipment with a steady income. Grosses better than $27,000.00 per year.

For Further Information Write

WOLF SALES COMPANY

626 W. Washington St. Phoenix, Arizona

THEY'RE ECONOMICAL!! *WHAT?*

RE-SHARPENED PHONO NEEDLES

1-50 Needles Re-Ground @ 15c
51 or More Re-Ground @ 10c

Write for details and free Shipping Containers

RE-SHARP NEEDLE SERVICE
P. O. BOX 770
FORT DODGE, IOWA

THE PHONOGRAPH OF TOMORROW

ROCK-OLA

Extras

MODEL 1422

COIN MACHINE REVIEW 29 FOR JANUARY 1947

Extra rich tone quality

Extra colorful display

Extra location appeal

Extra animation

Extra performance

Extra operator approval

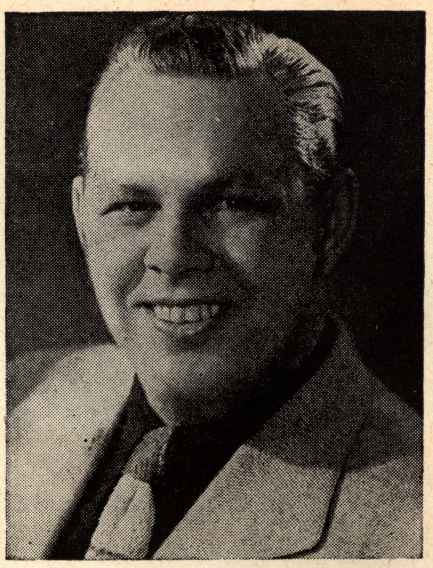
WALL BOX

MODEL 1530

ROCK-OLA MANUFACTURING CORPORATION 800 N. KEDZIE AVENUE CHICAGO 51, ILLINOIS

Now On Display

THE SENSATIONAL NEW PHONOGRAPH OF 1947!



Homer E. Capehart's

MODEL 7

Packard Pla-Mor Phonograph

It's been a long wait but you'll agree, with us, that it was well worth it when you see and inspect Homer E. Capehart's brilliant new PLA-MOR PHONOGRAPH. This revolutionary new instrument fulfills every need of the Automatic Phonograph Operator. It is perfection itself encased in a garment of scintillating beauty. We invite you to come in and see this startling phonograph today!

— ALSO ON DISPLAY —

MODEL 400 PHONOGRAPH HIDEAWAY

Small enough to slip into any nook or closet — compact enough to remain unnoticed — expertly engineered to give consistent, trouble-free operation . . . that's the Model 400. A demonstration will convince you!

The OUT-OF-THIS-WORLD SPEAKER REMOTE CONTROL BOX

The DAHLIA, DAISY and ROSE Auxiliary Speakers

Now Ready — —

SEVERAL NEW RELEASES... AND ALL THE OLD FAVORITES BY

T. TEXAS TYLER

The Only Discs on the Market Sold With a Money-Back Guarantee

Will Last Indefinetely in Juke Boxes

THE LATEST IN INDEPENDENT PHONOGRAPH RECORDS FOR JUKE BOXES

TWO LOCATIONS TO SERVE YOU

JACK GUTSHALL DISTRIBUTING COMPANY

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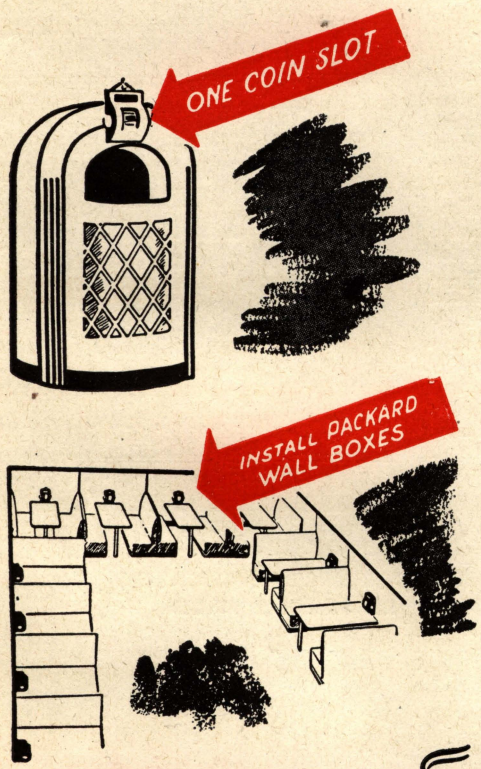
SHORT STORIES FOR
LONGER PROFITS . . . . .

THE STORY OF THE SOLITARY STOOL

A 40-ft. COUNTER AND ONLY ONE STOOL!

NO RESTAURANT OPERATOR WOULD BE GUILTY OF THIS — *but*



HERE IS YOUR SOLITARY STOOL

A forty-foot counter with only a single stool is certainly a ridiculous way to operate a sandwich shop—if profit is the motive. But, by comparison, many a music operator is doing a similar thing. He is depending on the single coin slot in his floor phonograph to sell his music.

YOU NEED MORE POINTS OF SALE

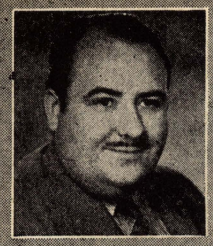
The music operator is like the sandwich shop owner. He needs more "stools." He needs to follow the proved lead of the chain grocery and chain drug store people. He needs more points of sale. He needs to install PACKARD PLA-MOR BOXES in his locations—in booths and along the counter or bar. With Packard Wall Boxes he offers *more* places for people to trade with him. He makes it easier for people to trade with him. He gives quicker, better service. This is the proved formula for better business and bigger profit in all industries. Packard Manufacturing Corporation, Indianapolis 7, Indiana.

PIONEER OF THE INSTRUMENTS — **PACKARD (PLA-MOR)** — POLICY-MAKERS OF THE INDUSTRY

SELECTIVE REMOTE CONTROL WALL BOXES • ADAPTERS • BAR BRACKETS •

AUTOMATIC PHONOGRAPHS

CEILING AND WALL AUXILIARY SPEAKERS • ACCESSORIES • 30-WIRE CABLE •



Trade Talk

by

PAUL W. BLACKFORD

Shall all phonographs on location in the United States be converted to dime play or kept at a nickel? Or shall individual operators decide the denomination of each chute after analyzing the location and the economic conditions of his particular community?

The price problem has snagged on a discordant reef, and repercussions therefrom are definitely hurting the Industry and the operator's chances of realizing a reasonable profit from an investment which has doubled and trebled since pre-war days.

Two major manufacturers have announced "all-out" drives for ten-cent play, while another is campaigning for retention of the nickel. The balance are sitting back, waiting to see which way the trend winds blow before getting off the fence.

Rudy Greenbaum, vice-president and commercial sales manager of Aireon, enters the fray with these words: "The truth of the matter is that neither of those engaged in bickering have stopped to analyze prevailing conditions. Neither of the stands taken are entirely right—although both are partially right. What may be considered fair for the West Coast, insofar as phonograph operators are concerned, can hardly be used as a criterion for Middle West operations. A fair deal for the Eastern seaboard may not necessarily apply to Southern phonograph operations, etc. . . . We all know of places where Coca-Cola is sold for ten, fifteen and twenty-five cents a bottle. We know of places where dancing is ten cents per person per dance and other places where the admission is $1.00. Yet these establishments could conceivably be not only in the same town but within a block or two of each other."

The Aireon executive says that solving the problem of a national price for phonograph play cannot be achieved through ranting, shouting or quarrelling, but instead, an educational program should be set up to teach the operator how to determine the price each location should carry on music.

"The operator needs to learn to recognize symptoms, to diagnose conditions and to alter his equipment accordingly," Greenbaum states. "He needs to learn how to do a better job of selling his particular location either on an increased price basis or a reduced commission. He can do this only if capably assisted by the manufacturers who themselves are cooperating with organized associations—both local and national."

THE REVIEW feels that while allowing the individual operator to decide just what the price-per-record should be, after analyzing each specific location, is a lofty and idealistic suggestion, that it will not work out practicably. If a competitor across the street retains the nickel chute, the operator cannot change his denomination—even if every economic factor demands that he does—without losing customers, who will patronize the nickel spot. This is especially true of residential locations where many folks drop in for the prime purpose of playing the machine.

Setting the price scale for different sections of the country according to conditions in the various communities appears to be a sower of ill-will. With swift, modern transportation, and thousands utilizing the travelways daily, customers going from nickel to dime zones will resent the increase.

Music by phonograph is universal throughout the country. So is draft beer. But do taverns sell the amber fluid at different prices?

In our opinion, the phonograph industry jumped off on the wrong foot when the dime question first reared its slot. With each manufacturer coming out with a varied policy—or with none at all—dissension and confusion were logical aftermaths. Before the war, an organization called the Automatic Phonograph Manufacturers Association existed for the purpose of ironing out such problems and unifying the manufacturers' action. Allowing this group to go by the boards without post-war revival is unfortunate. The alternative is for CMI to band together the phonograph makers and clear their policies through this one organization.

Such a drastic move as increasing phonograph play 100 per cent is something that cannot be done on impulse. And it is a move that should be concurred in by every major phonograph manufacturer before launching a national campaign. If the manufacturers have hit upon a plan to retain nickel play and still enable the operator to keep his head above the rising tide of increased costs, then that too should be acted upon unanimously.

Besides throwing the Industry into a turmoil and preventing operators from pursuing a clear road to profit, such a split policy is directing undue attention to our business and causing tax levyers to survey us with expectancy. Rudy Greenbaum sounds an ominous note with these words: "Because of the notoriety and confusion concerning the issue, tax legislative bodies are looking with anticipation toward the automatic phonograph industry with an eye to new taxes—at local and state levels as well as national levels."

Aireon Distributors Attend Conference

CHICAGO—Ably aided by District Managers Martin J. Parker and Daniel J. Brennan, Fred A. Mann, Aireon's regional sales director, played host to distributors in his territory during a two-day conference at the Congress Hotel.

Discussions principally centered around 1947 merchandising plans. Key speakers were R. C. Walker, president of the firm, and R. R. (Rudy) Greenbaum, vice-president and general sales manager.

"I am more than satisfied with the results obtained by us in this first year in the coin machine phonograph business," Walker told the gathering. "I am especially grateful to Rudy Greenbaum and his sales organization for selecting such a fine bunch of fellows to represent us."

Distributors attending included Ted Bush and Harold Lieberman, Minneapolis; Irving Sandler, Des Moines, Ia.; Harold Klein, Milwaukee; William Brase, Indianapolis; Leo J. Dixon and William Presser, Cleveland; Don Fosgate, Cincinnati; Jack Mulligan, Pittsburgh.

ASK THE MUSIC OPERATOR WHO USES RE-SHARPENED PHONO NEEDLES HOW HE LIKES OUR SERVICE

You Too Can Save With Our Dependable, Guaranteed Needle Re-Sharpening Service

Write for details and free Shipping Containers

RE-SHARP NEEDLE SERVICE
P. O. BOX 770
FORT DODGE, IOWA

We carry a Complete Line of
TUNGSOL and MAZDA
QUALITY BULBS
All sizes in stock, including 40, 44, 46, 47, 50, 51, 55, 27, 56, 57, 58, 63, 1129 and 1489.
Competitive Prices
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SEND US YOUR SPEAKERS
WE RECONE AND REPAIR ALL MAKES OF SPEAKERS
PROMPT SERVICE • REASONABLE PRICES

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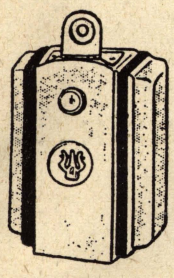
PARTS SPECIALS

JUKE BOX PARTS



A WALL BOX designed to play any make or model Victrola except mechanical trip Wurlitzer 500, 600 and 24. Plays all Panorams, etc. No selection can be made from box—it does not use a slug rejector but it is about 90% slug proof. No adaptors to add to machine. The box will pay for itself in a few days.

Type #1 5c..$7.50 each Lots of 20 or more, $7.00 each
10c.. 8.00 each Lots of 20 or more, 7.50 each

Type #2 Same as #1 except it uses a coin slide for money
5c..$8.00 each Lots of 20 or more, $7.50 each
10c.. 8.50 each Lots of 20 or more, 8.00 each

Use old Victrolas and install boxes for Tourist Camps, Resorts, Restaurants, etc. Complete installation less than half the cost of a new machine.

Micro Electric Cancel Kit or trip down for Wurlitzers or Seeburgs. $8.00 each. Specify make and model machine.
Electric cut off eliminates record wear at end of record. They come on new model Seeburgs.

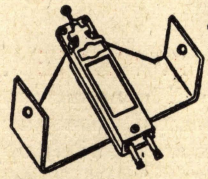
Crystal Conversion Kits.....$4.00 each

Eliminates record wear—a proven money saver.
Kit #1 fits all Seeburg Round Head.

Kit #2 fits all Seeburg Flat Head.

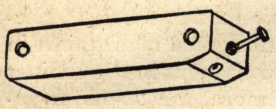
Kit #3L fits all Wurlitzers from Model 412 through Model 500 and 600.

Kit #3S fits all Wurlitzers from Model 700 through Model 1015.



Kit #3L

Acme Plastics in Stock for All Phonographs



B-2 (Black Type) Crystals with B-3 lugs in each box. Each..$ 3.25

Rock-Ola Belts—Genuine Gates V Belts. Each ..... .60

Micro Switches for Wurlitzer and Rock-Olas. Red and green on same switch. Per Dozen 12.00

Universal Amplifiers—Fits 'em all except Hi-Tone. Uses 2 6L6, 2 6N7 and 1 5U4G tubes. SPECIAL, Each. 37.50

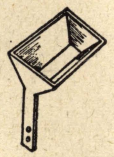
Program Strips—Red Border. Good grade but not our best.
Per 1,000 Sheets 3.00
5,000 Sheets, Per 1,000 ..... 2.75
10,00 Sheets, Per 1,000 ..... 2.50
Packed 500 to the bundle.

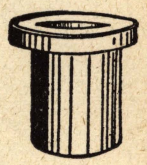
WURLITZER PARTS

Main Fiber Gears. Each	$3.95	Star Wheels. Each	$ .35
Turntable Main Drive Gear Assembly. Each	2.95	Star Wheel Pins. Each	.35
Turntable Worm Drive Gears. Each	1.50	Program Tins. Each	.10
Main Worm Drive Gears. Each	1.50	Per 100	8.00

Slug Rejector Funnels 50c Each

Turntable Bushings 50c Each





New Magazine Switch Boxes for 412, 616, 500A, 24A and 600A. Specify Model of Machine. Each .....$ 9.95

New Record Trays for Counter Model. Per Set 20.00

Escutcheon Plates for 412 and 616. This is the plate that goes around coin chutes with 5-10-25 stamped on it. Each $1.00

Brake Band Spring and Clip Assembly—All 24 Record Machines. Each $1.00

Coin Slides for 700, 800, 750, 850 and 500 and 600 Slug Rejector Models, 5c, 10c or 25c. These are brass and nickel plated. Each $1.50

Casters—Standard Wurlitzer Size, Per Set of 4 ..... 1.35

Large Size—Fits All Phonographs. Per Set of 4 ..... 1.65

Casters have rubber wheels and are heavy duty type.

PIN TABLE PARTS

A. B. T. #500 Free Play, 5c Coin Chutes . . . $3.25 each

Time Clocks for Pin Tables. Each $1.50
Plunger Assembles (plastic housing) Specify Game. Each..... 1.25
Plastic Housing Only. Each ..... .50
Plunger Rods—Specify Game. Each ..... .50
Plunger or Ball Lift Rods for Surf Queen, Victory Derby, etc. Each..... .50
Plunger Springs—Specify Table. Per 100 ..... 3.00
Fuses—Cartridge Type. 1, 2 3 Amp. Per 100 .....3.50
5, 7½, 10, 15 Amp. Per 1000 ..... 2.50
Fuses—Screw In Type. 3, 6, 10, 15, 20 Amp. Per 100 ..... 5.00
Live Yellow Rubber Rings. Extra Large. Per 100 .....4.00
Large. Per 100 ..... 3.00
Small. Per 100 ..... 2.00
Rubber Rail, Live Yellow Type. Per Ft. ..... .10
Plunger Tips, Rubber, Large or Small Hole. Per 100 ..... 3.00
Contact Point Service Kit—Guardian. Each 7.50
Guardian Interchangeable Relays In Stock ..... Write

Rebound Gate With L Shaped Spring .....Each .10 Per 100 $8.00
Phosphor Bronze Contact Blades, .006, .008, .010, .012, .015 or .020 Thickness—Specify. Per 100 ..... 3.00
Leg Levelers. Each ..... .15

RECTIFIERS

Mallory F28C7 For Dominos & Bangtails Each 9.00
Benwood-Linze For Dominos & Bangtails. Each 6.95
Mallory F243CP For Genco Pin Games. Each..... 6.00
Benwood-Linze For Genco Pin Games. Each 4.75
The Benwood-Linze is as good as Mallory and much cheaper.
Coils—Write and give number of coil and make of table.
Miniature Base Bulbs In Stock ..... Write
Collection Books—3 Copy Type. Per 100 ..... 8.00
Small 4 Prong Wiper For Exhibit & United Counter. Each ..... .75
Gottlieb Gripper parts in stock—Send us number from your old part.

WRITE FOR OUR NEW ILLUSTRATED PHONOGRAPH PARTS CIRCULAR — FREE

HEATH DISTRIBUTING CO.

217 THIRD ST.
Phone 2681

PARTS DEPARTMENT

MACON, GEORGIA

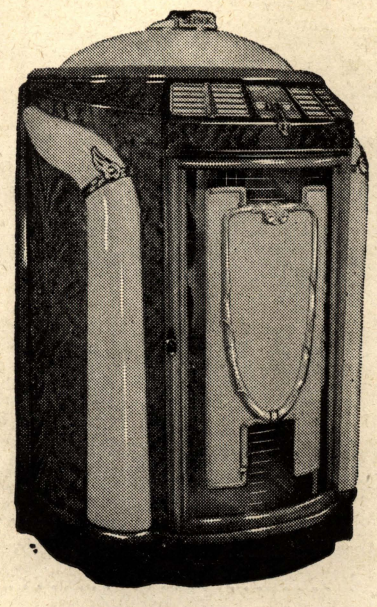
"NATIONAL DISTRIBUTORS FOR HEATH UNITS"

Be sure to visit "PEACHES FROM GEORGIA" booth at the Coin Machine Show at the Sherman Hotel in Chicago, in February, 1947. We ship Air Express anywhere in the world. *Remember, we are only a few hours away!*

KEEPING FAITH!

SEEBURG IS KEEPING FAITH WITH...

- THE OPERATOR
- THE LOCATION OWNER
- THE PUBLIC



Symphonola "1-46"

STILL A NICKEL...

There will be no increase in the future cost of record music on our coin-operated phonographs. The manufacturers of Seeburg Music Systems are *definitely opposed* to doubling the cost of record music to the public.

TO THE OPERATOR

The Seeburg "1-47" Symphonola is America's foremost phonograph. To protect the investment of operators in this model, the J. P. Seeburg Corporation will retain the present Symphonola mechanism in the Seeburg line during 1947 and 1948 and no changes in the cabinet design will be made in that period. Furthermore, the "1-46" Symphonola may be converted to the "1-47" design for a nominal charge.

TO THE LOCATION OWNER

The J. P. Seeburg Corporation believes that doubling the cost of record music will be disastrous to the location owner. The five cents a tune phonograph is the music of the masses and Seeburg will continue to present music for a nickel.

TO THE PUBLIC

Whether bobby soxer or adult, the J. P. Seeburg Corporation is grateful for your past patronage. Seeburg values your good will by continuing to offer music at 5 cents a tune.

JACK R. MOORE Company

4 DISTRIBUTING OFFICES

PORTLAND
1615 S. W. 14th
Portland 1, Oregon

SEATTLE
100 Elliott W.
Seattle 99, Wash.

SAN FRANCISCO
348 Sixth St.
San Francisco 3, Calif.

SPOKANE
No. 4 Bernard St.
Spokane 4, Wash.

Let The PUBLIC Know You're Selling Music!

We'll call the hero of this yarn Bill Smith —with appropriate apologies to every other Bill Smith, living or dead.

Bill was a pretty successful music operator. But like many other operators, he found that he could still learn something more about his business.

It happened that Bill, with his customary enterprise, learned that a quite elaborate cocktail lounge was going to be built in his territory. Bill went immediately to the owner and put in his bid to install a music system in the new place. There was considerable discussion back and forth. The owner seemed to know his business as well as Bill knew his own and was determined to have everything in the place the best that money could buy. The man was a whiz. He had figured out just what the whole building and equipment would cost, how much he was going to gross, how much he was going to net. He knew what wages he was going to pay, what his taxes would amount to, where he was going to get his liquor and how much of it he was going to stock.

The man's enthusiasm was contagious. Bill was impressed. And as the man liked to talk and Bill was a good listener, they soon saw eye-to-eye. Before long it was decided that Bill would put a music system in the lounge—"the best that money could buy."

The building neared completion, and Bill lived up to his share of the bargain. One phonograph at $800, and ten boxes at $45 each. Installation charges, cable, service, records, and a few odds and ends brought the total cost to around $1500.

The cocktail lounge opened soon thereafter. Business was good, for a while. Then it slumped, and stayed slumped.

A month after the opening, business was only fair. People were spending money and they were buying Bill's music. But there was no evading the fact that the owner was pretty disturbed. He began to lose his bounce. He became irritable and critical, and now and then he took out his feelings on Bill. The records were no good, the music was too loud, the music was too soft, the phonograph was in the way . . . and on and on. Bill knew that nothing of this was true.

But Bill knew that if business went on like this, he would lose the location. He put it up to himself this way: "I've sunk $1500 in this spot and I've got to find some way to protect my investment—not only protect it, but also make it pay." Obviously, the reason why his investment and the much greater investment of the location owner were not paying was that not enough people were patronizing the cocktail lounge.

Bill decided to do something about it. He had another location that had always been a top spot, and one day while talking to the manager he asked him to what he attributed the fact that the place always did so well. The manager gave a lot of reasons and concluded: "People know about my place because I spend plenty of money on advertising. As a matter of fact, I have a regular budget for advertising and publicity throughout the year. The budget is 7 per cent of my estimated total gross sales."

"Seven per cent!" Bill exclaimed. "My gosh, that's a lot of money!"

"Most people," said the manager, "think that advertising is something you do when you want to sell a few slow moving items. But that's only a small part of the story. Advertising not only sells products and services, but changes habits, develops new ones, changes impressions, revitalizes people's buying and thinking. Take me, for example. I've got a lot of different colored bottles back of my bar, I've got food, and I've got your music. I'm trying to sell all this. But I've also got something else to sell that people want. That is, an atmosphere where people can relax and enjoy themselves, service that makes food and drink much more enjoyable, and the company of other customers who are friendly and good people to know.

"My advertising gets people into the habit of coming here regularly. Whether it's for cocktails, a business luncheon, dinner, an after-dinner party, or what-have-you, *my place* is the first one that pops into everybody's mind. Advertising keeps people constantly reminded that there's more real enjoyment here than anywhere else in the neighborhood."

Bill nodded and allowed that maybe he was right. "But seven per cent of your gross is a lot of money to sink into advertising," he said.

"Seven per cent is the average for most small businesses," said the manager. "National surveys show that. What's your average, by the way?"

"Me?" Bill grinned. "I don't do any advertising."

"You're in business and you don't advertise?"

"I buy the boys a few drinks now and then," Bill explained. "Builds goodwill."

"You buy the bar a round, but what do you do about getting more people to play your records?"

"That's up to the customers," said Bill, a trifle put out.

"Do you make any effort to get customers?"

Bill shook his head. "That's the location's business."

"In other words, if business falls off at a location, you take a loss, but you take it like a good sport, and if business continues bad, you pull out your equipment and go shopping for another location."

"What else can I do?"

"You might try to get more customers into the location."

"How?"

REMEMBER THIS

NON-INFLAMMABLE
NON-BRITTLE
SHRINK-PROOF
RIGID MATERIALS
EXPERTLY MOLDED
PERFECT FIT • GUARANTEED

New! Unbreakable! Guaranteed! Clear, transparent plastic windows for Model 850 Program Holder. $5.00 Per Set.

acme PLASTICS ARE UNCONDITIONALLY GUARANTEED AGAINST BREAKAGE FOR 3 YEARS

Determine Right or Left as You Face Phonograph

ROCK-OLA MODELS

Standard, Master, DeLuxe or Super	Each
Top Corners	$12.75
Lower Sides	12.75
Top Door Plastics	6.75

The Above Available in Solid Red, Yellow, Green

COMMANDO	Each
Top Corners	$ 8.00
Top Center	7.00
Long Sides	12.75

Combination Yellow & Red Color Scheme.

SEEBURG MODELS

	Each
"Hi Tone"—Model 9800, 8800, 8200, Lower Sides	$14.50
"Cadet"—"Major" Top Corners	2.50
"Classic"—"Colonel" Top Corners	6.00

WURLITZER MODELS

	Each
24 Top Corners	$ 1.20
24 Lower Sides	4.00
61-71-41-600-500 Top Corners	4.00
700 Top Corners	7.00
700 Lower Sides	9.50
700 Back Sides	8.50
800 Top Center, Right or Left Red	8.00
800 TOP CORNERS	16.50
800 Back Sides, Green	9.50
800 Lower Sides	13.50
750 Top Corners	8.75
750 Lower Sides	8.75
750 Top Center	4.25
750 Middle Sides	2.00
850 Top Corners	9.50
850 Lower Sides	8.75
850 Top Center	11.00
950 Lower Sides	10.50

MILLS

Available in Red, Yellow or Green

	Each
Throne—Empress Top Corners	$14.00
Throne—Empress Lower Sides	14.00

SHEET PLASTIC 20"x50"—Non-Brittle, Pliable.
60 Gauge Red, Yellow or Green (Thickness of a New Half Dollar). Per Sheet $14.50.

IF YOU DON'T SEE WHAT YOU WANT, ASK FOR IT! WE MAY HAVE IT IN STOCK!

TERMS: 1/3 Deposit With Order, Balance C.O.D., F.O.B. New York.
Remit Full Payment and Save C.O.D. Charges. Checks Acceptable!
ORDER FROM YOUR NEAREST DISTRIBUTOR!

ACME SALES CO. 505 W. 42nd ST. New York 18, N. Y. LO. 3-4138

"By advertising."

"It's an idea," Bill said, and went on about his business.

Bill started thinking about that seven per cent allocation of gross sales for advertising. If firms of all kinds put that much confidence in the ability of advertising to increase business, why shouldn't a music operator give it a trial? Bill thought about the new cocktail lounge that wasn't living up to expectations. Well, he couldn't lose much, he decided, so he made a visit to the display advertising department of a local newspaper. There he found that he could run a display advertisement for considerably less than seven per cent of what he was grossing at the lounge.

Bill made up his mind immediately. With the help of the advertising clerk, he wrote up an announcement about the new cocktail lounge, stressing the food, drinks and atmosphere—and last but not least, he put in an invitation for people to drop in to hear the best in latest recorded music, played as they liked it on the most scientific music system available.

When the owner of the lounge saw the advertisement, he was nearly floored. He couldn't say enough for Bill. No one had ever given him any free publicity before. Bill, for his part, remarked that he thought he owed the owner something more than commission for the privilege of selling music there—and shrewdly kept quiet about hoping that the advertising would raise his own profit.

Before long, patronage of the location and play of Bill's music took a notable upswing. It wasn't long before the owner saw the light, too, and started doing some advertising on his own, with still better results.

The outcome of Bill's brainstorm was that he cemented the goodwill of his location and increased the play of his machines. Sometime later, Bill realized still another benefit. As a steady advertiser, he found the newspaper willing to give the cocktail lounge a plug in its column reporting on recommended amusement and dining places. This not only brought in additional business but also indicated to Bill that he had the goodwill of the press—something that every music man can find of distinct advantage, should the need arise for favorable newspaper support.

One final benefit Bill realized from his modest advertising program. When at last he found that he could not continue to operate economically at the lounge for a nickel a play, he had little trouble conveying the idea through his advertising that for ten cents the customer not only got the best type of music but also superior service and amusement. By this means he quickly overcame most of the customer resistance to raising the price of playing a record from five to ten cents—and as a result, the play declined much less than operators usually expect.

Bill didn't confine his advertising to this lounge alone. He tried out the plan with other slow locations. And in each case he proved to his complete satisfaction the truth of the old adage, "It pays to advertise."

Looking back, one day, over the results he had achieved, Bill said to himself: "I guess the music operator is the only business man alive who completely ignores the strongest merchandising power in existence: advertising. It's fantastic."

Fantastic, did the man say? It's completely incredible.

Five Plays for 25c Suggested by Phonoman

LITTLE ROCK—In order to make the conversion to dime play a gradual one and thus insure more universal public acceptance, Phonograph Distributor Roy Bangs advances the following suggestion: Leave the coin slots unchanged but alter the stepping units in the phonograph so the machine will dispense one record for a dime or five for a quarter.

Bangs believes that offering five for a quarter will stimulate volume of play.

THE ULTRAVOX AUTOMATIC RECORD VOLUME LEVELLER

The only unit that can be used satisfactorily with any model phonograph using either CRYSTAL or MAGNETIC pickup.

Maintains an average volume level on all recordings and can be regulated to satisfy your most demanding location.

Improved volume leveller utilizing distortionless push-pull circuit.

$34.50

From your jobber or order direct

TERMS: 1/3 Deposit, Balance C.O.D.

Operators interested in individual music systems, get on our mailing list. We shall make an important announcement soon.

ALLIED ELECTRONICS COMPANY, Inc.

50 DEAN ST. (Phone: MAin 5-1947) BROOKLYN 2, N. Y.

ARE YOU ON THE RIGHT ROAD?

The right road is the fastest road to your destination. Naturally, Mr. Operator, your destination is "A Profitable Business." Hundreds of alert, agressive operators are already skimming along the TRADIO highway to a successful operation despite strikes, embargoes, shortages, restrictions, etc. TRADIO's established record of uninterrupted deliveries proves that there are no STOPS nor DETOURS on this TRADIO highway to success.

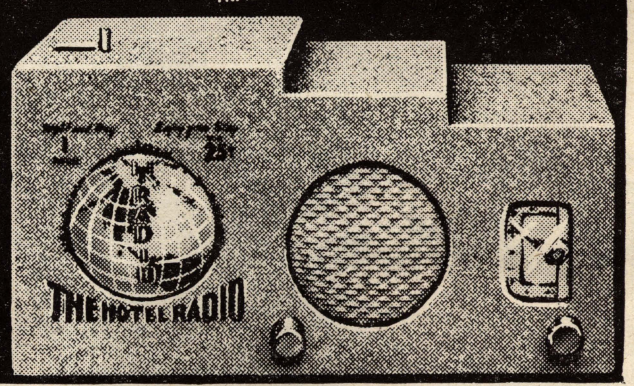
Don't miss out on choice locations. Start today the TRADIO way.

Only TRADIO offers all these advantages:

1. Immediate delivery!
2. All-metal permanent finish!
3. Heat resistant and warp-proof!
4. Continuous timing which runs out "playtime" AFTER being switched off!
5. Tamper-proof and insurable anywhere!
6. Quick, easy, permanent wall mounting!
7. Acoustics adjusted to fit any room!
8. Complete choice of colors!
9. Trouble-free reception of all stations!
10. 1, 2 or 3 hours for 25c!
11. Unconditionally guaranteed for one year — Except tubes (for 90 days)!

Keep your eyes open! Tradio, Inc. has already planned several more products in their series of outstanding "Famous Firsts." You're getting TRADIO now . . . TRADIOVISION (the world's first coin-operated television set) and TRADIOLA (America's first coin-operated intimate restaurant music radio) very soon. So watch for the next . . . the number 4 . . . TRADIO, Inc. creation!

IMMEDIATE DELIVERY on TRADIO. WRITE, WIRE or PHONE TODAY! Order Now From Your Nearest Distributor. Request Free Illustrated Booklet on All 3 TRADIO "FAMOUS FIRSTS" TRADIO . . . TRADIOLA . . . TRADIOVISION



TRADIO
INCORPORATED
ASBURY PARK, N. J.
PHONE: ASBURY PARK 2-7447-8-9

ORDER FROM YOUR NEAREST TRADIO DISTRIBUTOR

IN Georgia
Production Engineering
201 Denmead Street
Marietta, G.

In N. & S. Carolina
T. B. Holliday Co., Inc.
1200 W. Morehead St.
Charlotte, N. C.

In Illinois
Bradley Distributors
1652 N. Damon
Chicago, Ill.

In Alabama
H & L Distributors, Inc.
1542 2nd Avenue
Birmingham, Ala.

In Washington, D. C.
Silent Sales Company
635-36 D Street, N. W.
Washington, D. C.

In Pa., Md. & Dela.
Ben Golob
241 East 44th Street
New York, N. Y.

In Texas
B & R Sales
1028 Fort Worth Avenue
Dallas, Texas

In Colorado
Colorado Tradio
721 Logan Street
Denver, Colo.

In Missouri
V. P. Distributing Co.
2336 Olive Street
St. Louis 3, Mo.

In Florida
Daytona Beach Amusement Corp.
518 Live Oak Avenue
Daytona Beach, Fla.

In Kansas
N. Mancini
Tradio Distributing Co.
809 Central Building
Wichita, Kans.

In South Dakota
Rushmore Amusement Co.
613 Eighth Avenue
Rapid City, S. D.

In Va., W. Va. & Ky.
Tri-State Tradio Distributors
430 High Street
Portsmouth, Va.

In N. Y. State
Empire State Tradio, Inc.
49½ 8th Avenue
New York City, N. Y.

In Ohio, Mich. & Ind.
Central Tradio Distributors
Hotel Garfield
Prospect at 36th Street
Cleveland, Ohio

In New York City
Tradio New York
140 West 42nd Street
New York City, N. Y.

In N. California
Sambert Distributing Co.
585 Mandanna Blvd.
Oakland, Calif.

In S. California
Southwest Distributing Co.
3710 E. Anaheim Street
Long Beach, Calif.

In Tenn., Ark. & Okla.
W. R. Allen & Company
160 Main
Booneville, Ark.

SCAMOA Offers Extra Services to Members

LOS ANGELES—E. Jay Bullock, Managing Director of the Southern California Automatic Music Operator's Association, has announced a six-point service program available to all members.

(1) Aid in procuring new locations. When calls from prospective locations are received at association headquarters requesting the placement of music equipment, the association will check membership lists and offer the location to a coinman whose area of operation is in the same vicinity.

(2) Opportunities to place phonographs on a rental basis. Calls requesting rentals are received daily.

(3) If operators are not able to locate certain pieces of equipment at the distributor's place of business, they can phone association headquarters and the wanted pieces will be listed on a bulletin board. Equipment for sale can also be listed.

(4) A "will call" service for records, parts, and supplies. Material can be delivered to the office and picked up by the operator at his convenience.

(5) The association will apply for licenses for operators upon request.

(6) SCAMOA cannot offer a telephone exchange service, but they are willing to take important messages for members.

Phono Installed in Theater Lobby

MILWAUKEE—How many times have theater patrons waited in the lobby of their favorite cinema house, shifting from one foot to the other, and wished that the monotony of waiting could be broken by some sweet music?

The Wisconsin Coin Machine Co. of this city not only thought about it—they did something, installing a Seeburg System in the Wisconsin Theater.

The Seeburg *Symphonola* is in a convenient place near the stairway, making it easily accessible for customers. The music is distributed at conversational level to the rest rooms and selections can be made there through means of a wireless *Wallomatic*. Because it was unnecessary to run wires from the *Wallomatics* to the unit, simplification of installation was achieved.

Music for Miners

SCRANTON, Pa.—The coal miners returned to the pits after a fruitless, payless 17-day walkout, a sad and disillusioned group of men. To keep their morale from hitting the pits while they're in the pits, the Pennsylvania Coal Co. has arranged to pipe 18 hours of music into one of the main shafts daily.

So now 1,000 coal men are getting dug (jive jargon) while they dig.

William H. Krieg

Krieg Elected President Of Packard Mfg. Corp.

INDIANAPOLIS—Less than a year ago, William H. Krieg, after being discharged from the Army, joined Packard as secretary and general counsel. In June 1946 he was elected to the board of directors.

At a recent meeting of the board, Krieg's meteoric career shot still further into the stratosphere when he was elected president and general manager.

Before serving in the armed forces, he was a practising attorney for ten years.

Paper Writes Up Phone Operating

NEW YORK—And still the music business gets itself talked about in public places, for all to hear or to see in print. Latest student of discs and automatic phonographs for the information of its readers was *The Wall Street Journal*, whose story was condensed for republication in *Magazine Digest*. The story started with the interesting observation that anyone who tried to play all the 300,000,000 discs which by year's end will have been pressed in 1946, he'd still be at it in the year 3946.

Optimism in the industry—plans and expansion programs for the three major pressers were recounted in the piece—does not exclude the part the automatic phonograph will play in their sales. "At present," the story said, "there are about 400,000 of these coin machines in use, but within the next few years this number is expected to be doubled. Jukebox operators, according to trade estimates, take at least 15 per cent of all the musical records made. Because of this they get them at a discount. The jukebox operator, for instance, pays 30 cents for a platter which sells to the public for 50 cents.

"The industry feels this is good business. The jukebox, record men say, creates a demand for discs by popularizing them. If a person likes a selection played on a jukebox, they argue, he will almost invariably buy it for his own use. . . ."

There was more to the story—royalties, price brackets, best-sellers and plastic discs with pretty pictures on their faces—but that's what the public is learning about your business via *The Wall Street Journal*.

NEW PROFITS in Coin-operated Radios!

LOOK AT THESE FEATURES!

- PRE-SET volume control adjusted to room level.
- TIMER completes cycle with radio either "on" or "off."
- TAMPER-PROOF coin box, individually locked to protect collections.
- PRICED TO PAY-OFF in 6 months.
- FIRE—MAR—AND ALCOHOL resistant finish on the cabinet.
- CHOICE OF PLAY PERIOD—Either one or two hours for 25 cents.

BONDED DELIVERY Now!

Why resist the chance to earn steady, fast profits in this newest branch of the coin field? WE CAN DELIVER ANY QUANTITY of this high quality, 5-tube, superheterodyne, radio, housed in a ribbon-striped imported mahogany bed or chairside cabinet. A SELECT FEW DISTRIBUTORS ARE NOW BEING CHOSEN. WRITE TODAY OUTLINING THE TERRITORY YOU DESIRE.

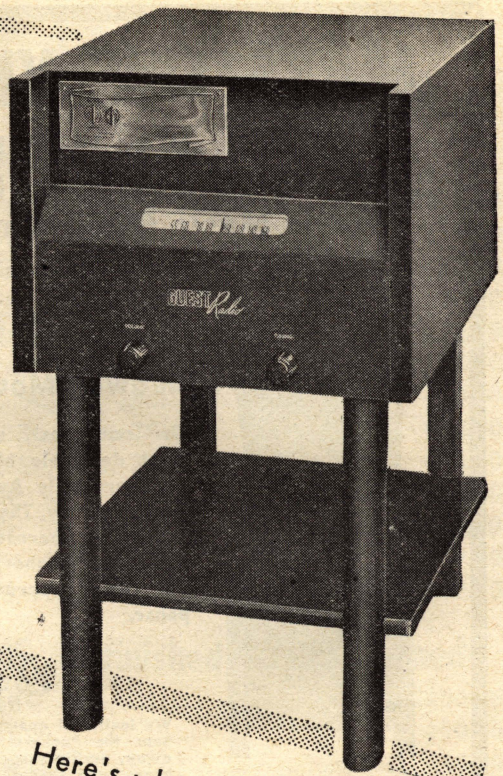
Ra-o-matic Co.

3757 WILSHIRE BOULEVARD • LOS ANGELES, CALIF. • PHONE: FAIRFAX 2301

NOW available!

GUEST Radio

Proved the Biggest money-maker for YOU!



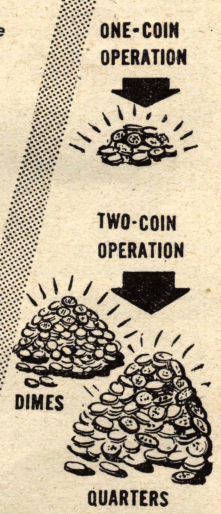
Operators — now you can have more revenue than other coin-operated radios produce. GUEST Radio's unique 2-coin operation entices more coins and its continuous timing means that the listener cannot stop the meter until the full time has elapsed.

Easier for you to obtain locations because GUEST Radio is backed by national advertising and because it has already achieved wide hotel acceptance. GUEST Radio is so good looking, built into such a handsome piece of furniture and a radio with such deep, rich tones that it makes an immediate hit.

GUEST Radio is designed by an operator for maximum income to operators. This experience enables us to offer a radio which is in every way the best from your point of view. Our statements have been proved by actual installations. Get on the gravy train! Write today for full particulars!

Here's why GUEST Radio leads the field—

- √ 2-Coin operation for greater profits; 30-minutes for 10-cents, 90-minutes for 25-cents.
- √ Simplest to operate. Meter has no knobs to turn, no plungers to push. Just drop in coin.
- √ An added piece of furniture. Can be used as either an end table or night table. Available in any type of finish to blend with any room.
- √ Continuous timing. (Meter cannot be stopped by turning off radio but continues 'til time has expired.)
- √ AC-DC Operated, 5 Tube Set.
- √ AC-DC Operated Meter.
- √ Self-sealing coinbox (optional) assures coin protection for large operators.
- √ Lower insurance costs because of design and construction.
- √ 90-Day factory guarantee.
- √ Inside volume control adjustable at time of installation (guests can turn volume lower but not higher).



NATIONAL SERVICE SALES CORP.

565 FIFTH AVENUE • NEW YORK 17, N. Y.

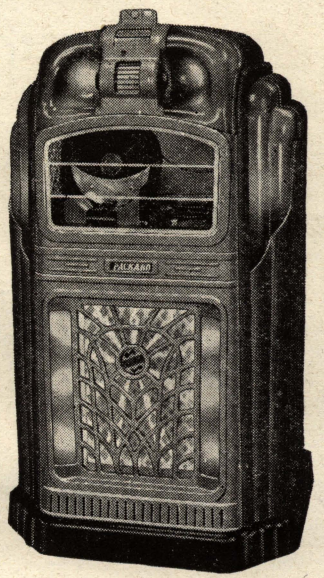
Wickersham 2-5559

EXCLUSIVE DISTRIBUTORS OF GUEST RADIO

MAKE THIS YEAR A *PACKARD* YEAR!

Packard's 1947 Models Give You a Complete Line of Unequalled, Profit-Engineered Automatic Music Equipment—PACKARD-ALL-THE-WAY—for Profit!

PACKARD PLA-MOR MODEL 7 FOR 1947



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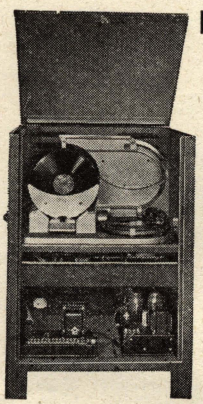

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Cincinnati Ponders Dime Changeover

CINCINNATI—Quite a controversy has arisen here, both privately in the offices of coinmen and in the public press, on the subject "To Dime, or Not to Dime?"

Samuel E. Chester, president of the Automatic Phonograph Operators' Assn., and himself owner of the Diamond Vending Machine Co., gave an interview to the reporters in which he said it looked very much like the dime would be the thing in the near future. He quoted figures such as $900 for a bigtime music box, and $25 to $200 to install, with remote control boxes costing as much as $50 each.

He also quoted fancy installations as running to an investment of from $2,000 to $3,000. In addition he mentioned the rise in platter cost.

Chester said he hoped the manufacturers could work out an arrangement whereby they could produce machines more abundantly at lower cost, so that the change-over from five to ten cents would not be necessary. In this connection he mentioned the expense incidental to changing of mechanism, and also stressed the idea that the nickel was as firmly fixed in the minds of the public in connection with automatic music as it was with the nickel soft drink. He feared to speculate on the psychological effect on the public, with the specter of a dime being spent for a beer, rather than a tune, ever before his eyes.

What the newspapers did not print, but which Chester told your REVIEW reporter, was that his association is giving serious consideration to adjusting location percentages to take care of the matter for the time being.

The day following the Chester story, Joe Weinberger of Southern Automatic Music Co. announced to the press his company was holding the price line at five cents.

However, the Young Distributing Co. announced at the same time they are changing over some 2,500 boxes to dime operation and three for two bits. Morey Goret, manager of the Young outfit estimates the alteration will take several months to complete.

St. Louis Operators Turn to Dime

ST. LOUIS—It's all over but the shouting now. After months of discussions pro and con on that vital subject of how to raise the take on machines, St. Louis operators are eliminating the nickel from the trade. If customers want to hear music now it will cost a dime for one song and three for a quarter.

Formal announcement of this move was given front page space by the *Post-Dispatch* here. The article admonished readers that if they wished to hear Crosby or Sinatra breathe into the air for a nickel they had better hurry for as soon as mechanics can get around to the various locations throughout the city, the nickel music will be no more.

Distributors and operators assured location owners and customers that the move was not to their liking, but with costs of machines and maintenance sky-rocketing, it is impossible to keep machines on location.

"Our boxes—the dignified trade name is commercial phonographs—will all be on the new coin basis before the Christmas holidays," reports R. E. Badfield, local manager of the Brandt Co., distributing Rudolph Wurlitzer instruments.

At present there are about 2500 phonos in the St. Louis area.

Bells and pin balls are not as yet being changed but these will probably be the next to convert unless some other suitable solution can be found to meet the costs.

Less Play, More Profit On Ten-Cent Play

NORTH TONAWANDA—Will the public play a phonograph less frequently on the dime set-up? And will a decline substantially reduce operator's profits?

E. R. Wurgler, Wurlitzer's general sales manager, declares that the number of plays could decrease nearly half and that the same amount of receipts would be in the cash box. In addition, there would be less wear and tear on records, needles and the phonograph itself.

"Of course," he amends, "no such decline in play is anticipated, because tests have proved the soundness of the quarter-dime plan. With so much margin to work on, if general business were bad the number of phonograph plays would fall off even if the phonograph price were kept at five cents. This new price scale, then, should not only solve the operator's immediate problem, but also provide a valuable safeguard against the proverbial rainy day."

Wurlitzer Appoints

NORTH TONAWANDA—Due to the retirement of Wurlitzer Distributor Alvin J. Goldberg, M. G. Hammergren, the parent company's vice-president and director of sales, has announced three new appointments for the Illinois, Indiana, and Wisconsin territories.

Illinois Simplex Distributing Co., with offices in Chicago, will handle Illinois; Brandt Distributing, Indianapolis, will take care of the Hoosier state; while Paster Distributing Co., Milwaukee, will cover Wisconsin.

Goldberg's retirement was necessary because of ill health.

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Keeney Super Bells, 5c, F.P., P.O.	$219.50
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Keeney Super Twin, 5c-5c, F.P., P.O.	375.00
Keeney Super Twin, 5c-25c, F. P., P.O.	375.00
Keeney Super Twin, 5c-10c, F.P.	375.00
Keeney 4-Way 5c, 5c, 5c, 25c	450.00
Keeney 4-Way 5c, 5c, 10c, 25c	450.00
Keeney 4-Way 5c, 5c, 25c, 25c	495.00
Mills Four Bells, 5c, 5c, 5c, 25c, (orig. Heads)	325.00
Mills Four Bells, 5c, 5c, 5c, 25c, (Late Heads)	495.00
Bally Club Bells, 5c, F.P., P.O.	149.50
Bally Hi Hands, 5c, F.P., P.O.	139.50

PHONOGRAPHS, Refinished, Reconditioned

Seeburg 9800 ESRC	$450.00
Seeburg 8800 ESRC	450.00
Seeburg 8200 ESRC	450.00
Seeburg Concert Master ESRC	425.00
Seeburg Classic	395.00
Seeburg Colonel ESRC	450.00
Seeburg Envoy ESRC	450.00
Wurlitzer 950	595.00
Wurlitzer 850	595.00
Wurlitzer 750 M	550.00
Wurlitzer 42-500 K	365.00
Wurlitzer 42-600	395.00
Wurlitzer 600	345.00
Wurlitzer 616	225.00
Rock-Ola Commando	425.00
Rock-Ola '40 Master Rockolite	375.00
Seeburg 5c 3 Wire Boxes	27.50
Seeburg 5c Remote Boxes	30.00

COIN MACHINE REVIEW **41** FOR JANUARY 1947

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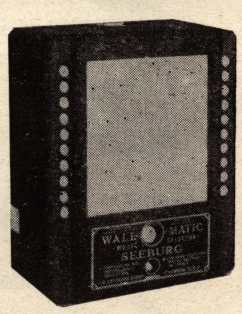

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KEY TO STAR RATING

5★—Get It! Tailor-made for top grosses on automatic phonographs.
4★—Acceptable for use on automatic instruments.
3★—Only average. Suitable for program fillers.
Records which do not warrant at least a 3★ listing are purposely omitted from reviews published.

BLACK & WHITE

3★ 792 Jack McVea
OPEN THE DOOR RICHARD (V N)
LONESOME BLUES (V Blues)

"A" is a good novelty, cleverly handled, with good vocals and fine beat. Race spots will open the door for this one and keep it open. "B" is usual blues-shouting, with the robust voice of Rabon Tarrant doing the lament.

3★ 807 Phil Moore
MOOD INDIGO (Inst.)
AIN'T MISBEHAVING (Inst.)

Terrific piano styling by Phil Moore. Phil is known for his unusual "block-chord" delivery on the ivories. Pick spots that tend toward boogie likings and these can't fail to please, again and again.

CAPITOL

3★ 329 Paul Weston
SO WOULD I (V FT)
AT SUNDOWN (V FT)

Topper is being ballyhooed as a smash hit but not for this reviewer's money. Burke and Van Heusen, who wrote such great ditties as "Personality" and "Swinging on A Star," missed the down beat on this one. True, the ballad has fairly nice rhythm; it is well arranged by Weston and well sung by Matt Dennis—but the tune just hasn't got the ingredients which Hit Paraders are made of. Underfling, an old dance favorite of the twenties, is from the movie, "The Fabulous Dorseys." Too much stress on arrangement and too many trumpet and sax manipulations spell mediocrity for this one.

4★ 330 Jerry Colonna
OH WHY, OH WHY, DID I EVER LEAVE WYOMING (V N)
WHEN ROSIE RICCOOLA DO THE HOOLA MA BOOLA (V N)

Why, oh why, did Colonna ever go Western? He belongs in the singing saddle like Jesse James belongs behind the teller's cage. Only some sharp backgrounding by Wesley Tuttle and His Texas Stars and the fact that the number has catchy rhythm saves Colonna from a one-way trip to the glue factory. The chips are up on Two. Jerry sings it in Italian dialect; it has good tempo and an infectious melody.

3★ 331 Skitch Henderson
AND SO TO BED (FT VC)
A GARDEN IN THE RAIN (V FT)

There are some high points of artistry on both these discs: rich chimes, beautiful pianoing, good vocalizing; but for phonos they are just good average fare. There is a tendency on both sides toward making these dreamy melodies a little too dreamy; hence they drag slightly.

3★ 332 Geechie Smith
LET THE GOOD TIMES ROLL (V N)
GOT YOU ON MY MIND (V Blues)

First one should go good on race locations. It is a novelty number, paced in shuffling rhythm style. Second is standard blues done in standard fashion.

3★ 333 Tex Williams
I GOT TEXAS IN MY SOUL (V HB)
LEAF OF LOVE (V HB)

Good. Flip-up is a lively jouncy tune; flip-over follows the traditional "broken heart" Western theme. Vocals on "B" are beamed toward the pay table, and twangy guitars lift it off the beaten cow paths.

4★ 322 Peggy Lee
IT'S A GOOD DAY (V FT)
HE'S JUST MY KIND (V FT)

The Lee-Barbour team needle "A" into the biscuit winning class with a sprightly, distinctive rendition. The duo shows fine versatility by jerking at tear ducts on the reverse. Arrangements are different but definitely apropos for the type tunes.

4★ 324 Margaret Whiting
GUILTY (V FT)
OH, BUT I DO (V FT)

Thrush Whiting is in super form and Jerry Gray's Ork blends into the mood to put across these heart-throbbers.

4★ 325 Sam Donahue
A RAINY NIGHT IN RIO (V FT)
IT'S ANYBODY'S LOVE SONG (FT VC)

On "B" it's anybody's guess as to how far this disc will go in Popularity Polls; ours is that it won't travel far because it hasn't more than average ingredients and its delivery is just average. "A" pulls down four stars because (1) It ties in neatly with release of Warner Bros.' flicker, "The Time, The Place, and The Girl," from which it originates, (2) the South American background is lively and catchy, (3) The song has novelty and sparkle (4) The lyrics are cute. Donahue's singing on the opener is far from top flight, but this ballad has too many stellar points to allow a vocal to detract from its phono flash.

3★ 326 Jesse Price
SLEEPY BABY BLUES (V Blues)
SWEET MAN BLUES (V Blues)

Nicely arranged blues fare with the lusty, robust voice of Jesse Price doing the shouting. Edge goes to "A."

3★ 327 Tex Ritter
LOVE ME NOW (V HB)
FROM NOW ON (V HB)

Unimpressive. The cowboy with the catch in his voice fails to catch hold on these two. The tunes lack lustre and fall into the old pattern of Western sameness.

COAST

3★ 242 Dick James
LITTLE RED WAGON (V HB)
I CAN'T WAIT THAT LONG (V HB)

First side is zip-style Western fare; underarm spins in slower pace but is still quite vervy. Both well done but play vote goes to "B" because of catchier lyrics and better vocal delivery.

3★ 243 Idaho Call
ROSE OF THE ALAMO (V HB)
I'VE LIVED, LOVED AND LEARNED (V HB)

Just fair. Top flip loses much of its effectiveness when the Sun Valley Cowboys eclipse Idaho's voice in volume. Accompaniment should have been toned down. "B" is an Al Dexter composition but lacks any special appeal which would cause customers to line up for repeats.

3★ 245 Ray Langham
TWO BITS IN MY POCKET (V HB)
THE NEW MOON IS CHANGING TO GOLD (V HB)

Bob Nelson's vocal, especially on the topper, lacks conviction and feeling. For a guy who has only two bits in his pocket, he is certainly blasé. The flip-over is better of the two. Arrangements on both are good.

3★ 246 Jimmy Walker
I'M ALWAYS BLUE FOR YOU (V HB)
I'LL FORGET IF YOU'LL FORGIVE (V HB)

These are just fillers in our book. The too-robust emotings of Jimmy Walker would go better on race records than on Western numbers. Tunes are average cow-licks.

4★ 8003 Jack McLean
STARS FELL ON ALABAMA (FT VC)
WHAT MORE CAN I ASK FOR (FT VC)

A couple of dance dreams. "A" shades the under one. Silky smooth, nicely arranged, with Wayne Gregg turning in a top-tonsil rendition on "A."

COLUMBIA

3★ 37099 Roy Acuff
WAITING FOR MY CALL TO GLORY (V HB)
TELL ME NOW OR TELL ME NEVER (V HB)

Fills only. Nothing out of ordinary about arrangement or presentation.

4★ 37146 Frankie Carle
EITHER IT'S LOVE OR IT ISN'T (FT VC)
IT'S ALL OVER NOW (FT VC)

A couple of superb renditions. Both sides are paced by the magic of Frankie's fingers. On the front flip, Marjorie Hughes and Gregg Lawrence team in a nifty vocal, and on the rear disc Marjorie continues the good work solo.

4★ 37147 The Modernaires
ZIP-A-DEE DOO-DAH (V FT)
TOO MANY IRONS IN THE FIRE (V FT)

The opener is a catchy novelty which is going places on every man's Phono Parade, and while the performance of the Modernaires is not up to the Mercer-Pied Pipers presentation, it is good. The under one is a sentimental ballad of average appeal.

(See RECORDS Page 44)

RHAPSODY DOES IT AGAIN!—TWO CLASS WESTERNS!

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I CAN'T FORGIVE MYSELF FOR NOT FORGIVING YOU
Backed up by I'M SAVING MY TEARS FOR A RAINY DAY
No. RH117
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GAY NINETIES MEMORIES . . . . . Linden 09
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RECORDS

(Continued from Page 42)

3★ 37148 Harry James
ONE MORE KISS (FT VC)
IF I'M LUCKY (FT VC)

There is only one word to adequately describe the sides of this platter: apathetic. Even with the famed James' horn, these don't come close to stimulating interest, and if there are any repeat playings, it's only because James' fans are so sold on the name that they do not perceive the shortcomings of the music.

4★ 37149 Benny Goodman
FOR YOU, FOR ME, FOR EVERMORE (FT VC)
A KISS IN THE NIGHT (V FT)

BG's sweet clarinet and Art Lund's arresting vocals on Two manage to carry these into the four star class—but with little margin to spare. Toward the finish of "A" Eve Young's tonsilizing tends to lag. "B" is a romantic ballad, probing the depths in its surging notes; it is well arranged.

3★ 37150 Dick Jurgens
JUST SQUEEZE ME (But Don't Tease Me) (FT VC)
WHEN YOU MAKE LOVE TO ME (Don't Make Believe) (FT VC)

The topper falls flatter than a new bride's first cake. Has no sustaining interest. A one-word size up: soporific. The other is danceable, has even rhythm but no high points of specific merit to warrant more than average button pushing.

3★ 37151 Bill Monroe
FOOTPRINTS IN THE SNOW (V HB)
TRUE LIFE BLUES (V HB)

The tunes follow pretty much the hewed line of country music; it's the arrangement and delivery that stand out: tinkly, lively, rippling rhythm. Nod to "B."

3★ 37154 Bailes Bros.
I'VE GOT MY ONE WAY TICKET (To The Sky) (V HB)
DUST ON THE BIBLE (V HB)

If any Western locations have got "religion" recently, maybe these will inveigle a few extra coins. But for average hillbilly spots—stack fillers only.

4★ 37156 Harry James
OH, BUT I DO (FT VC)
LIFE CAN BE BEAUTIFUL (V FT)

"A" is the play plate. It is sweet, full-flowing, and Harry the Horner was wise enough to give the strings plenty of string to synchronize with his muting horn. Capable vocalizing by Buddy Di Vito. The title of the flipper is more beautiful than the song, which fails to dent deeply.

4★ 37157 Dinah Shore
A RAINY NIGHT IN RIO (V FT)
THROUGH A THOUSAND DREAMS (V FT)

"What do they do on a rainy night in Rio?" asks Dinah in a sultry, come-hitherish silver tone. We don't know what our listeners would do, but we know what the siren in Dinah's voice makes them want to do. This cute number (we're referring to the song now) is destined to climb fast in public popularity. It has catch and lilt and neat lyrics, and is the pay side in anyone's books. The reverse is a romantic rendition on the "heavy" side.

3★ 37158 Gene Krupa
THERE IS NO BREEZE (To Cool The Flame of Love) (V FT)
AREN'T YOU KIND OF GLAD WE DID? (V FT)

Good, but not quite good enough for another star. Carolyn Grey is only passable on the first side vocals. On the flipper, Buddy Stewart starts off shakily and only when Carolyn chimes in does the number pick up and start going places. The Grey-Stewart vocal by-play is good. Tempo steps up with a rush once the Grey gal starts piping.

3★ 37159 Johnny Bond
THE FIRST ROSE (V HB)
I'LL STEP ASIDE (V HB)

Well done. A bouquet to Johnny Bond for mood-fitting vocals. Western spots should go for these steady but not sensational coin-gatherers.

3★ 37160 Woody Herman
WRAP YOUR TROUBLES IN DREAMS (And Dream Your Troubles Away) (V FT)
IF IT'S LOVE YOU WANT (Baby, That's Me) (V FT)

The Herd indulges in too many instrumental bar-bell tossings, detracting from the appeal of both discs. Second side has clever lyrics which should pack a lot of interest and the maestro delivers them personally in a well-wrapped package.

EXCELSIOR

3★ OR-500B Buddy Banks Sextet
FLUFFY'S DEBUT (V FT)
BANK'S BOOGIE (Inst.)

Terrifically torrid instrumentalization which race spots should go for. This is the kind of jive stuff that causes scalps to leave hair lines. Outstanding piano hi-jinx by Earl Knight, with Banks' tenor sax, Frosty Pyles' guitar, Wallace Huff's trombone, Monk McFay's drums, and Basie Day's bass pouring it on in expert fashion.

3★ OR-501 Buddy Banks Sextet
HI JINKS BLUES (Blues VC)
NAME IT AND CLAIM IT (FT VC)

Side One features a welcome departure from standard blues in the first bars, being sweet and fluffy, with just enough of a pensive quality to keep on the blues track. Earl Knight's rippling fingers are digits of artistic delight. The underfling is red hot paprika, delivered with a blood pulsing beat. Good for race spots.

MAJESTIC

3★ 7204 George Olsen
THROUGH A THOUSAND DREAMS (V FT)
ZIP-A-DEE DOO-DAH (V FT)

"A" is just fair: adequate vocal and orchestration, but you can buy these kind without having

(See RECORDS Page 46)

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RCA Victor 20-2064

PHIL HARRIS!
The Dark Town Poker Club
AND
Woodman Spare That Tree
Vocal refrain by Phil Harris
RCA Victor 20-2075

COIN MACHINE REVIEW
45
FOR JANUARY 1947

MORE FAVORITES!

LARRY GREEN and his Orchestra
When You Left Me AND
A Gay Little Melody
(Vocal refrains by Gil Phelan)
RCA Victor 20-2049

RUSS CASE and his Orchestra
I Get a Kick Out of You
(with the Chorus)
AND
In the Still of the Night
(Both from the Warner Bros. film, "Night and Day")
RCA Victor 20-2074

HENRI RENÉ and his Orchestra
Mexican Hat Dance
(Jarabe Tapatio)
AND
Adios, Pampa Mia! — Tango
(Farewell, My Prairie)
RCA Victor 25-0075

BILL BOYD and his Cowboy Ramblers
Oklahoma Bound
Vocal refrain by Bill Boyd
AND
Jim's Polka
RCA Victor 20-2050

VAUGHN MONROE!
You Can't See the Sun When You're Cryin' AND
And So To Bed
RCA Victor 20-2053

CHARLIE SPIVAK!
So They Tell Me
AND **Linda**
RCA Victor 20-2047

THE STARS WHO MAKE THE HITS ARE ON

RCA VICTOR RECORDS

"HIS MASTER'S VOICE"

RECORDS

(Continued from Page 44)

to wait in line. Side Two has some fine strains of ork jelling, but the George Olsen Trio can't seem to limber up and lack fluidity and elasticity.

3★ 1077 Jimmie Lunceford
THEM WHO HAS—GETS (V FT)
SHUT-OUT (Inst.)

If your locations like 'em hot and heavy with plenty of instrumental licks, these are for them. "A" side follows a song semblance better than "B" which is a jivy, jazzy cat catcher.

4★ 1083 Eddy Howard
THE GIRL THAT I MARRY (V FT)
YOU ARE EVERYTHING TO ME (V FT)

Pass up the opener. There's a cog missing in this musical wheel. It is jerky in spots, lacks co-ordination and smooth delivery. "B" is chute stuff. Howard comes through with a sweet, dreamy delivery; the trio blend well and the ork syrups a fine arrangement.

4★ 1086 Jane Froman
FOR YOU, FOR ME, FOR EVERMORE (V FT)
A GARDEN IN THE RAIN (V FT)

The sweet fiddles in the orchestra push these across the line. Accompaniment to Froman's singing is superb. Two well-arranged numbers with silver in their spinnings.

3★ 1087 Louis Prima
A GAL IN CALICO (V FT)
HE LIKE IT! SHE LIKE IT! (V FT)

Unless your spots abound with wool-dyed Prima fans, we don't think these will go very big. On first chorus of first one, Prima sounds like he's in a hurry to get it over with, and while some improvement follows during the balance of this spinning, it's not enough to knock over the four-star traces. Side Two is novel, but in our book it lacks appeal. He might like it, she might like it, you might like it—but we don't think the customers will.

4★ 1090 The Three Suns
SONATA (FT VC)
JEALOUSY (Inst.)

This is a two-sided money-grabber. "A" misses a spark or two when the vocal opens, but there's plenty of sweet music notwithstanding. And it's well-delivered in inimitable Three Suns' style. Over one is artistry at its best. Shade goes to "B" but both can't fail to connect with the cash box.

MUSICRAFT

4★ 428 Artie Shaw
GUILTY (FT VC)
ANNIVERSARY SONG (Inst.)

The stars shine on "A." It's a flawless performance, beautifully arranged, with Mel Tormé and his Mel-Tones rendering superb support. Too much "hop" on the reverse ballad takes away a good measure of its appeal.

4★ 15094 Gordon MacRae
OH, BUT I DO (V FT)
FLATTERY WILL GET YOU NOWHERE (V FT)

There's nothing fancy about "A" but the combination puts it in the clover. Walter Gross handles the ivories with skill, keeps the arrangement of his sidemen simple, sweet and stirring, and Gordon MacRae throats a nifty job on the pipes. Reverse has clever lyrics and a nice melody but it's the also-ran on this duo.

4★ 15095 Phil Brito
SOONER OR LATER (V FT)
YEARS AND YEARS AGO (V FT)

Buy these—and in quantity. Both sides find Brito at his best, riding a couple of top-notch vehicles. Topper, a lively, bouncy, zesty number had its sights levelled on five stars and didn't miss the target by much. Brito sings with a tease in his voice, a wink in his eye, and a smile on his lips; he shows his versatility on the under-spin by giving out with romantic fervor that carries him way over the top.

3★ 15096 Orrin Tucker
HOLD ME, HOLD ME, HOLD ME (V FT)
LIFE CAN BE BEAUTIFUL (FT VC)

The topper is the topper! This is a novelty song, light and easy on the eardrum, embellished by the silvery sweet voice of Scottee Marsh. Other fling is from the movie "Smash Up" and the disc almost does, too. Below-par vocals and arrangement. Keep your needles trained on "A."

NATIONAL

3★ 9021 Billy Eckstine
JELLY-JELLY (V Blues)
MY DEEP BLUE DREAM (Blues VC)

The disc maker, race operators and race customers will probably disagree with violence, but to these record-reviewing ears, "B" is the better of the two. It is tops in our blues bin, stirring, dynamic, throbbing, yet dreamy. "A" is one of Billy's greatest hits (he co-authored it with Earl Hines) but it doesn't pack half the wallop of the underside. One fact is indisputable: Eckstine delivers the vocals on these two in ace-high fashion and is unquestionably one of the stellar blues boys of today.

SIGNATURE

3★ 15055 Monica Lewis
WITHOUT YOU (V FT)
SOUTH AMERICA, TAKE IT AWAY (V FT)

These two lack timeliness of release; otherwise, they would be worth an extra notch: "A" is from Walt Disney's "Make Mine Music" and is well done. Fine vocal by Monica and solid support by Ray Bloch and his Ork; but the movie has come and gone (except for second run theatres) and therefore loses some of its effectiveness. Same applies to "B" which is on its way down the Hit Ladder.

3★ 15046 Monica Lewis
FOR YOU, FOR ME, FOR EVERMORE (V FT)
AU REVOIR (V FT)

Monica trills in good form, but both ballads are too slow and draggy to coax many coins.

3★ 15048 Will Bradley
ETUDE BRUTUS (Inst.)
IF I'M LUCKY (FT VC)

Only the hopsters and hipsters will go for "A," which is a horn blowing, brass beating thumper. Rhythm is potent. Other side, with Phil Hanna on the vocals, is fair orking of a popular song.

4★ 15049 Will Bradley
TURN THE KNOB ON THE LEFT TO THE RIGHT (Inst.)
SOONER OR LATER (FT VC)

Lay it on the line for "B" for returns. Toots Mondello's stellar alto sax, ably backed by Brad-

(See RECORDS Page 48)

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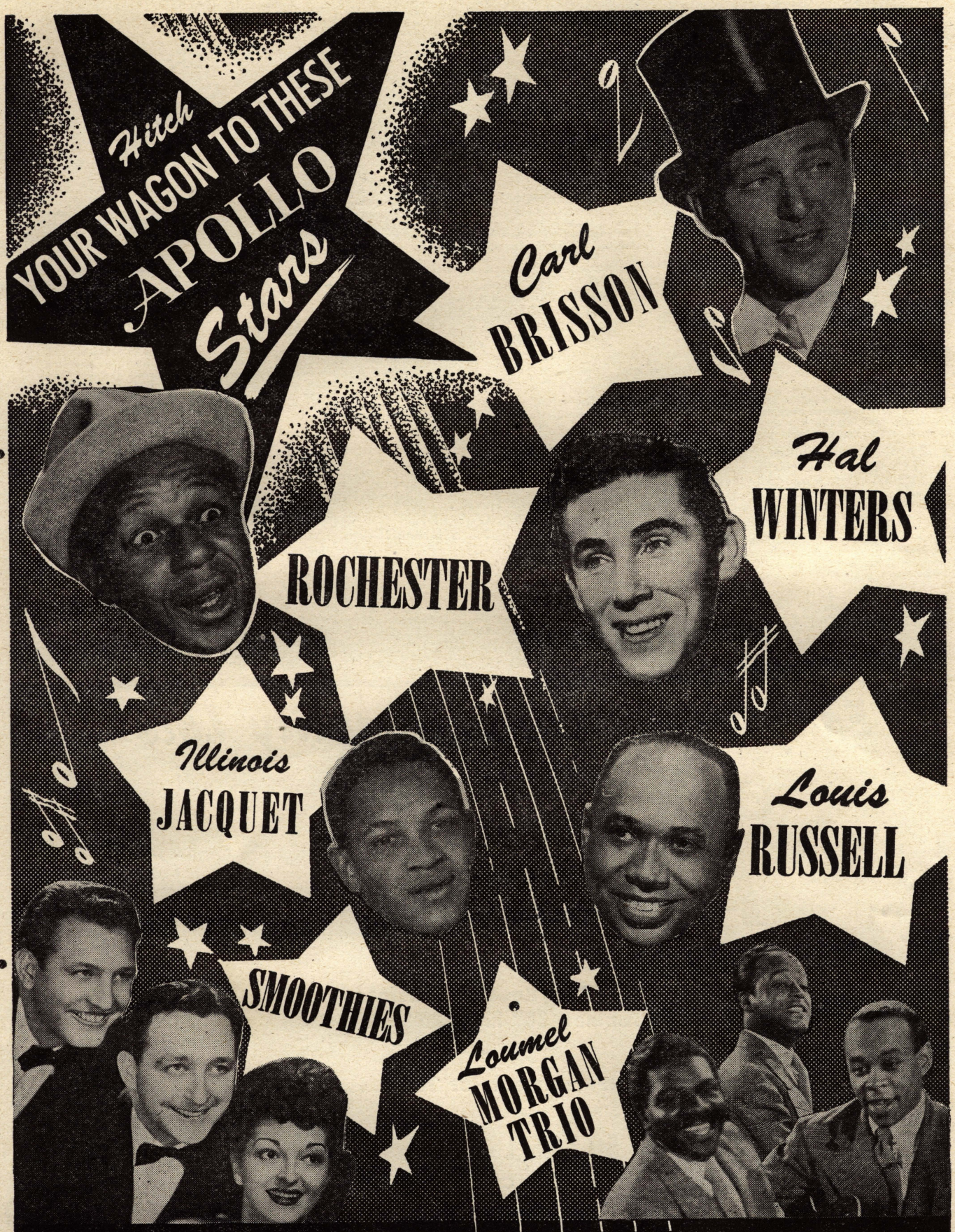
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RECORDS

(Continued from Page 46)

ley's boys, push this one over the top. A-one is a spirited number, but thread of the melody is submerged in favor of hep instrumentalizing.

VICTOR

4★ 20-2015 Vaughn Monroe
LIFE CAN BE BEAUTIFUL (V FT)
HOLD ME, HOLD ME, HOLD ME (V FT)

Extremely pleasant and danceable. High point is Vaughn Monroe's stellar vocal rendition. Keep an eye on "B" which is a cute novelty which should go places in Discville.

3★ 20-2016 Tex Beneke
FALLING LEAVES (Inst.)
STAR DUST (Inst.)

While front one is well done, the tune just hasn't got the intrinsic qualities that call for repeats. "B" is the hardy perennial done in Beneke style and rings only a small-sized bell. There are a host of other renditions of this tune which are equal or better.

4★ 20-2017 Tex Beneke
UNCLE REMUS SAID (V FT)
ANYBODY'S LOVE SONG (V FT)

"Uncle Remus Said," from Walt Disney's "Song of the South," is cute and catchy; the voice blending of Maestro Beneke, Lillian Lane, and group is a thing of beauty. This novelty is a comer; the way the Beneke boys do it, it's already come. Under-turn features top vocalizing by Artie Malvin on a smooth, palatable platter.

3★ 20-2019 Charlie Spivak
LET'S GO HOME (Inst.)
STOMPING ROOM ONLY (Inst.)

The man who blows "The Sweetest Trumpet in the World" uncorks with some jump stuff and the result is not adjective-inducing. The Spivak horn joins with some sharp saxing, clarineting, and finger-thumping on the first one, which is clearly the better of the two. Underside features plenty of horn and drum. Nice restraint on both; the sidemen don't blow their tops—just their instruments.

3★ 20-2020 Desi Arnaz
I'LL NEVER LOVE AGAIN (Bolero V)
TIA JUANA (Inst.)

The Latin Quarter will probably be fascinated by "A," while the average phono listener will like it okeh for a spin now and then. It is sensuous and weaves a spell of enchantment. Side Two is eerie and pulsating, but for phono play—thumbs down. There's too much below the surface of this one that doesn't come out.

3★ 25-0070 Mischa Borr
MY PRAYER (Tango)
SERENADE (Beguine)

Restaurants catering to medium or upper class clientele will embrace "B" as a fine dinner music disc. Both tunes are skillfully handled. They'll ring the bell at dinner time, with the underflip getting an extra gong.

4★ 20-1968 Perry Como
THAT CHRISTMAS FEELING (V FT)
WINTER WONDERLAND (V FT)

Christmas, 1946 is over so Side One is definitely dated, but while there is snow on the ground, ice skates flashing on the rink and near-zero temperatures, "B" will do well. Como is in light, lilting mood, and it's a face-paced gay tune that he unlimbers to the accompaniment of Russ Case's Ork.

4★ 20-1980 Pat Flowers
AIN'T THAT JUST LIKE A WOMAN (V Blues)
HORIZONTAL (V Blues)

A "must" for race spots. Pat Flowers, a finger-happy pianist, acclaimed as "Fats" Waller's protege, makes his debut on wax and clouts a home run on the first trip to the platter plate. Side One is "it." It has a blood thumping beat, clever, appropriate lyrics. Herman Autrey's medium-growl trumpet and Eugene Sedric's clarinet team with Flowers' ivories and voice to knock listeners aisleward. The reverse is set in tantalizing "Lazybones" pattern; Bunty Pendleton, famed Manhattan night club songstress, turns in a honeyed, mood-fitting vocal stint.

3★ 20-1981 Charlie Spivak
IT'S ALL OVER NOW (FT VC)
(I Love You) FOR SENTIMENTAL REASONS (FT VC)

Side Two is definitely the better of the two and comes pretty close to four stars, but neither flip is play-impelling. Vocalist Jimmy Saunders appears to be trying too hard on the opener and his rendition is overly sentimental. "B" starts off weakly but picks itself off the aimless track and comes through with a listenable job.

4★ 20-1991 Tex Beneke
OH, BUT I DO (FT VC)
A GAL IN CALICO (FT VC)

You're not taking any chances on these two, both from the film "The Time, Place and the Girl." The initial disc is a full-toned, richly melodic ballad, nicely throated by Artie Malvin. The follow-up side is zestful, uplifting, sparkling with good rhythm. Our guess is that Side Two will out-coin the topper.

4★ 20-1994 Roy Rogers
MY HEART WENT THAT-A-WAY (V HB)
NO CHILDREN ALLOWED (V HB)

Top billing goes to the "King of the Cowboys," but it's heppy Country Washburne and his Ork who sock these into pay portals. On "A," they add just a little something extra to the run-of-mill Western ballads to put across a happy, infectious ditty. If you think "No Vacancy" was a revenue-grabber, try the underflip and watch grosses mount. It's a poignant tune that steals into the heart; because it hits so close to so many phono listeners, it will get plenty of attention.

4★ 20-1997 Buddy Sager
I TIPPED MY HAT (and Slowly Rode Away) (V HB)
NOT SO LONG AGO (V HB)

Under-tug tune is a pleasant sentimental ballad and should do all right, as it meets all Western standards; but the fronter will tickle the cash box more heavily because it is the piece de resistance of the waxing. Buddy Sager makes his Victor debut with a mighty fine vocal offering. The lyrics are gem stones and the Bluebonnet Serenaders lend hoofy support. All in all, it doesn't require much listener imagination to hoist into the saddle and slowly ride away with the singing Sager.

4★ 20-2009 Larry Green
FOR YOU, FOR ME, FOR EVERMORE (FT VC)
EITHER IT'S LOVE OR IT ISN'T (FT VC)

Introducing another Victor newcomer who is going places: Larry Green. The man with ripple in his ivoried fingers comes through with a unique, distinctive styling that should catch hold fast. The topper is stirringly rendered, has a "symphony" touch, and while it lags somewhat when the vocals unload, Green's piano-orchestra blendings drive it across the pay tape. "B" brings the maestro's keyboard gymnastics into full play, has a vigorous, refreshing bounce, and slightly shades "A" in appeal.

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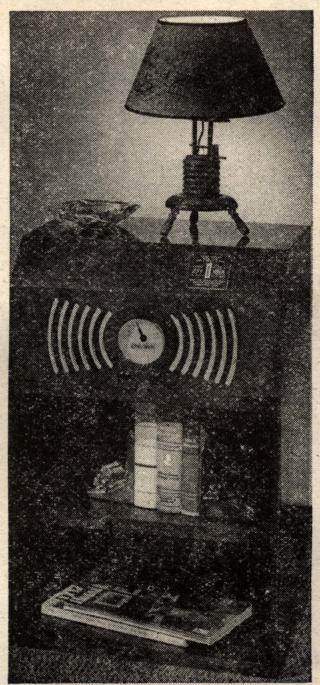

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3★ 20-2010 Larry Green
SONATA (FT VC)
I HAVEN'T GOT A WORRY IN THE WORLD (FT VC)

Larry Green and his Ork don't fare so good on their second wax job. "A" is wrong type of tune for phonos and Green's styling is too "high browish." Also, his stellar pianoing, while it is an artistic achievement, drowns out some of the vocals. The reverse flip has more appeal, is lively and bouncy. Both sides suffer from under-par vocalizing. Gilbert Phelan lacks spirit on the topper, and while he says he "hasn't got a worry in the world" on the flip-under, he sounds like he is laden with unpleasantries.

4★ 20-2011 Freddy Martin
ONCE UPON A MOON (V FT)
YOU ARE EVERYTHING TO ME (FT VC)

Once upon a time a chap named Freddy Martin concocted a formula for exceedingly danceable rhythm—and he retained it. These two are dance time specials, but by far, "B" is the best revenue producer. First one lilts along under the smooth Martin style (singing violins, rich brass, Freddy's mellow sax) but the number itself just hasn't got enough intrinsic qualities to needle repeats. "B" captures a tropical atmosphere; it's got a flowing, dreamy sweep; deft piano tinklings add class.

4★ 20-2000 Sammy Kaye
AND THEN IT'S HEAVEN (V FT)
WHY DOES IT GET SO LATE SO EARLY (V FT)

The do-re is on "B." Topper has several rough spots and is not up to "swing and sway" standards. Underfling catches the mellow Kaye mood, with Betty Barclay pitching in to two-some with Don Cornell, Sammy's new vocalist. Cornell turns in passable performances but doesn't match the flawless voicing of Billy Williams.

4★ 20-2012 Betty Hutton
ON THE OTHER END OF A KISS (V FT)
DON'T TELL ME THAT STORY (V FT)

Forget about "B" if you want to make money on this biscuit. On "B" Betty burbles the first chorus in straight romantic style (and not too good, either) and then unlimbers on her madcap antics on the second vocal roundalay. The dynamo cuts loose on "A" in an all-out Hutton hurricane; backed by a novel tune which is very fitting for her style, Joe Lilley's Ork and the Four Hits, it will click with Hutton fans.

4★ 20-2018 The Four King Sisters
IT'S A PITY TO SAY GOODNIGHT (V FT)
DIVORCE ME C.O.D. (V FT)

Get these. The King Sisters prove to be four harmonizing queens who can inject sprightly spirit, gay lilt and smooth blend and unwax a click disc. And on "B" they don't miss the hillbillyish connotations, either.

ALBUMS

COLUMBIA C-117

ALL TIME FAVORITES BY HARRY JAMES and His Orchestra. Ciribirbin, Sleepy Lagoon, One O'Clock Jump, Two O'Clock Jump, You Made Me Love You, Music Makers, Flight Of The Bumble Bee, Concerto for Trumpet.

In this album James rounds out a group of tunes that spell plenty of cash for phonograph operators. Starting with the famous theme that for years has identified him, James moves along to "Sleepy Lagoon," a lovely languorous rendition; through two toe-tapping jump tunes that remain prime favorites with all jump fans, and does a bang-up job on "You Made Me Love You," the familiar James favorite which has consistently been one of the biggest single record sellers. Completing the eight sides are two exhibition pieces showcasing the sensational James technique. Incidentally, Frank Sinatra does the vocal on the first number. A mighty fine album for operators to have on hand for use at any time.

CAPITOL BD-39

ARTISTRY IN RHYTHM featuring Stan Kenton and His Orchestra. Come Back To Sorrento, Artistry in Bolero, Fantasy, Willow Weep For Me, Opus in Pastels, Safranski, Artistry In Percussion, Ain't No Misery In Me.

The eight sides comprising this album present the controversial arrangements of Stan Kenton and His Band—all brand new numbers and previously unrecorded. Sides accurately reflect the brilliant musicianship for which Kenton is known. The wide range and moods reflected provide a program certain to click, in some part, with every musical appetite. Throughout the set the artistry of various band members is highlighted. All of the tunes are suitable for automatic use and best returns will result in dance spots.

VICTOR S-46

VIENNESE NIGHTS featuring Henri Rene

JOHNNY MERCER
With Paul Weston and His Orchestra
TERRIFIC! 'HUGGIN' AND A CHALKIN'
'TAKE ME BACK TO LITTLE ROCK (ARKANSAS)' With The Pied Pipers CAP. 334

TEX WILLIAMS
and His Western Caravan
'I Got Texas in My Soul'
'Leaf of Love' Vocals by Tex Williams CAP. 333

JESSE PRICE
With His Orchestra
'I Ain't Mad at You
(And You Ain't Mad At Me)'
'I'm the Drummer Man'
CAP. 348
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FIRST WITH THE HITS FROM HOLLYWOOD

and His Continental Orchestra. Blue Danube Waltz, Gold and Silver, Merry Widow, Wine, Woman and Song, Tales From the Vienna Woods, Emperor, Southern Rose, Vienna Life.

A collection of favorite Viennese waltzes recorded by Henri Rene, famed orchestra leader, and his 28-piece Continental Orchestra. The classical Strauss and Lehar numbers are recorded in strict dance tempo, retaining, however, all the classical beauty of the waltzes themselves. These numbers are all standards and salable merchandise on automatic turntables the year around. Superbly recorded, this album should be in every music operator's library. Get several.

VICTOR C-38 (12")

ANNIE GET YOUR GUN featuring Al Goodman and His Orchestra and vocalists. They Say It's Wonderful, I Got Lost In His Arms, You Can't Get A Man With A Gun, Doin' What Comes Natur'lly, The Girl That I Marry, Who Do You Love I Hope, Moonshine Lullaby, I Got The Sun In The Morning.

These numbers are divided, two to a side, on 4 12-inch sides and present the compositions of Irving Berlin as presented in the New York production of "Annie Get Your Gun." For automatic use these discs will naturally be confined to wired music and studio turntable set-ups not employing automatic change mechanisms. Showmanly presented and with the vocals well entrusted the sides are A-1 and will pull in the coin.

10,000 Aireons

KANSAS CITY—Although starting quantity production in May, and despite shortages of materials, Aireon has turned out 10,000 electronic phonographs. The outstanding performance of Works Manager Joseph Bush and Aireon production personnel in attaining this feat brought words of warm commendation from President R. C. Walker.

During September a manufacturing schedule of 1,500 units per month went into effect; experience revealed that this was the maximum number for which parts could be procured to assure continuous production.

Classical Recordings

Comments on the latest 10 and 12-inch classical releases of selections suitable for use on Wired Music.

Victor Red Seal Album 1083 (10")

"DUEL IN THE SUN," featuring Boston "Pops" Orchestra, Arthur Fiedler, conductor. Rio Grande, Orizaba, On the Trail to Spanish Bit, Rendezvous, Prairie Sky, Trek to the Sun, Duel, Passional, Love Eternal.

This album has been released to coincide with the world premiere of the David O. Selznick film, "Duel in the Sun," and the Dimitri Tiomkin score is unusually fine. The eight musical sequences are recorded in the same order as they are heard in the film, and while each is highly suggestive of the action of the film, many possess considerable merit as independent music. For example, "Trek to the Sun," "Passional," and "Love Eternal" form a complete symphonic suite embracing the two major motifs: the "Love" theme and the "Conflict" theme.

For use on automatic phonographs we suggest "Orizaba," a dance named after the famous mountain in Mexico; "On the Trail to Spanish Bit," a musical picturization of the horse-drawn buckboard which serves as transportation in the film; "Prairie Sky," a musical impression emphasizing the poignancy and simplicity of the love between two people.

If you have spots into which you are piping dinner music or industrial music, this album may be successfully used in its entirety.

4★ 38-2010 Henri Rene and Orchestra (12")
RAINBOW'S END
LOST LOVE

While primarily not a classical recording, this disc falls into this department in-as-much as the selections are based upon classical works. First side is based on Beethoven's Adagio from "Sonata Pathetique," while the second work is based on Berlioz' Pilgrims' Chorus from "Harold in Italy." Both were arranged by Rene and are recorded with the musical artistry which is his. Second side is recommended for automatic use on wired music and studio set-ups where 12-inch discs are usable.

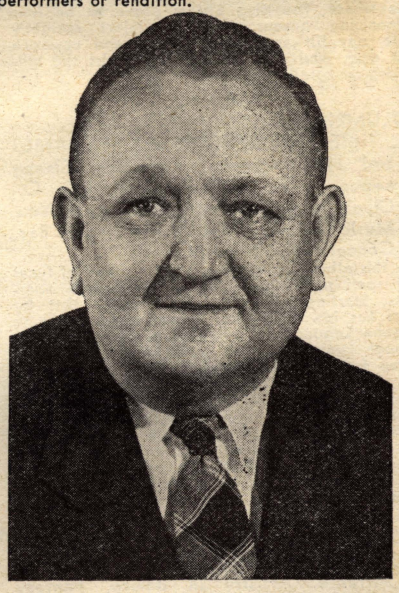
PEERLESS

3★ 2278 Conjunto Rítmico de Cuba
MI BUMBA-NE (Guaracha)
RUMBA EN PUEBLO NUEVO (Rumba)

On the basis of the first side only we recommend this number for its irresistible, even rhythm. The customers will do a lot of foot-tapping in spite of themselves.

4★ 2420 Ana María
POR DESGRACIA (Bolero)
BENDITA TU (Bolero)

Smooth performance of orchestra and vocalist, nice rhythm, a tune that can linger make the bolero on the A side a prospective hit with the customers. B side lets down a bit but not because of performers or rendition.



New Secretary at Packard

INDIANAPOLIS — Following the announcement of William H. Krieg's elevation to the presidency, Packard Mfg. Corp.'s board of directors has elected M. J. Smith secretary to fill Krieg's former post.

Smith was controller of the Capehart Corp. of Ft. Wayne and treasurer of Packard from 1940 to 1942. After a war-time stint with Curtiss-Wright Corp. of New York as assistant treasurer and controller of the propeller division, he returned to Packard early in 1946.

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ALBUM

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I DON'T WANT TO CRY ANY MORE
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WAS I TO BLAME FOR

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COIN MACHINE REVIEW **51** FOR JANUARY 1947

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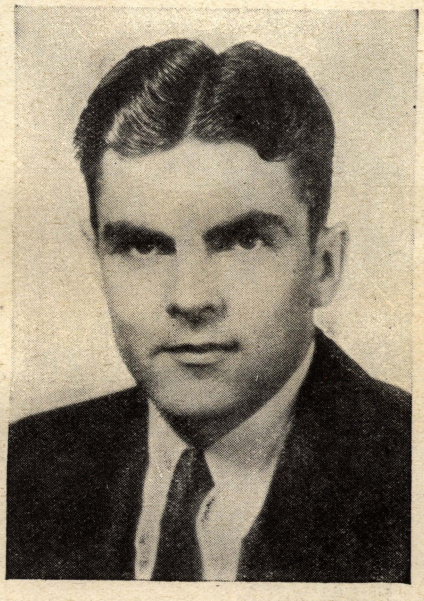

On behalf of the Aireon Manufacturing Corporation I would like to extend my sincere thanks for the splendid cooperation of the Music Operators in the Western Area and wish you—and yours—the happiest of Holiday Seasons.

It has been particularly gratifying this past year to work with our Distributors and Co-Distributors and we all are eagerly looking forward to serving you in the years ahead.

ED WISLER

Aireon Western District Salesmanager

1027 North Highland **HO. 2705** **Hollywood, California**

Music Operators Can Up Returns By Tying In With Film Musicals

When Hollywood invests several hundred thousand dollars in a musical film, the master minds get together to see how they can boost the picture's various songs into the hit brackets.

But how many music operators, after they have invested a good many hundred dollars in a phonograph and records, make a real effort to peddle their music to the maximum audience?

Most operators rack their machines with the records considered most popular, list them on title strips—and let it go at that. If a customer happens to remember a tune and happens to see it listed on the machine, maybe he puts a coin in the slot. There's no incentive, nothing to stimulate his desire to hear the record. Does Hollywood operate in this hit-or-miss fashion? Does Hollywood make a picture and then send up a silent prayer that somebody will be moved to buy a ticket to see and hear it? Not on your life.

The exploitation of picture tunes is a highly organized business. It functions for the sole purpose of making the tunes so well-known to every man, woman and child in the country that everyone will be prompted to go to the theatre and buy a ticket to see and hear the picture that features those tunes.

Why shouldn't the music operator do the same thing, on a smaller scale, to encourage everybody at a location to play the records that they will be glad to hear if they are only *told* to hear them?

It can be done—and it is being done by a few wide-awake operators. The method is simplicity itself. Hollywood is spending thousands of dollars to make people want to hear certain tunes—and the smart operator who is really merchandising his music latches onto this tremendous promotion campaign. Here's how he does it. Warner Brothers' film *Rhapsody in Blue*, say, is opening at the neighborhood theatre. There are advertisements in the newspapers stimulating the public's desire to see the picture, the movie magazines are playing up the picture, movie columnists are telling people not to miss this feature, radio stations are making everyone know and love Gershwin's music. The public is demanding to hear this music and is ready to pay for the privilege. Knowing this, the operator stocks his phonographs with the hit tunes from this picture. Then he *tells* everybody at these locations that the records are there and urges them to hear them. This is done by displaying placards in the window, and by placing cards on the bar, counter and tables.

These cards read something like this: *Hear George Gershwin's "Rhapsody in Blue" on the automatic phonograph in this*

(See TIE-UPS, Page 56)

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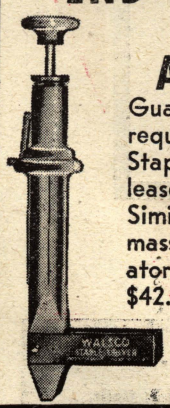

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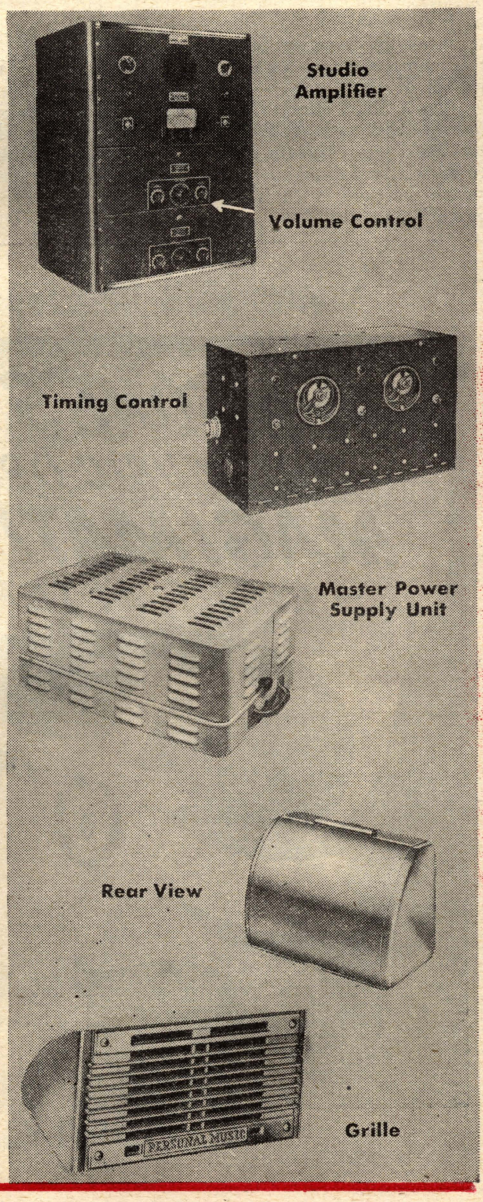

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Telephone Bigelow 8-2204

Writer Notes a Few Facts In Phono "Racket" Story

PHOENIX—Newspapers, ever ready to feed their readers sensational stories, many times go out of their way to tab the coin machine industry and any of its many allied branches as a "racket."

The Phoenix Gazette is no exception. But intermingled with unfavorable innuendos are flashes of authentic reporting which should be of interest to coin readers.

In a recent article on phonograph operating, Writer Kenneth Arline states that more than $20,000 in nickels, dimes and quarters go chuteward each week in the State of Arizona.

"Estimates place the number of juke boxes in Arizona at between 2,000 and 2,500," Arline writes. "Half of them are in Maricopa County. They are found in almost every buffet, cafe, night club, ice cream parlor, roadside stand, private club and even in some private homes.

"Each machine will bring in between $10 and $20 a week, depending on the location. The average is reported to be $13. Out of this the machine's owner, otherwise known as the proprietor, takes 50 per cent. The owner of the location receives the second half."

The author tells his readers that prices of equipment, records, repair parts, etc. have risen and that the operator, in order to meet the surging tide, is engaging in two movements. "Some are cutting the profits of the location owners. Instead of getting a 50-50 slice of the gross, he is to be satisfied with half after the operator has deducted a certain amount, perhaps $5 to $8 off the top as operating expense. The second method is to increase the playing price."

After a dissertation on ten-cent, three-for-a-quarter play, the reporter states: "Operators are divided on raising the playing price and location owners are 100 per cent against reducing their share of the gross. Some operators say that if some increase the playing price and others keep the nickel rate, a local juke box war may result."

Arline declares that about 150 firms control the million-dollar-a-year phonograph business in Arizona.

Capitol Records Sign Pact With RKO Pathe

HOLLYWOOD—Capitol Records, Inc., has signed a contract with RKO Pathe Studios for exclusive use of that firm's recording facilities at Park Avenue and 106th St. in New York City.

As a result of the agreement, all of Capitol's New York recording activities have been centralized in the new acoustically perfected studios, effective December 2.

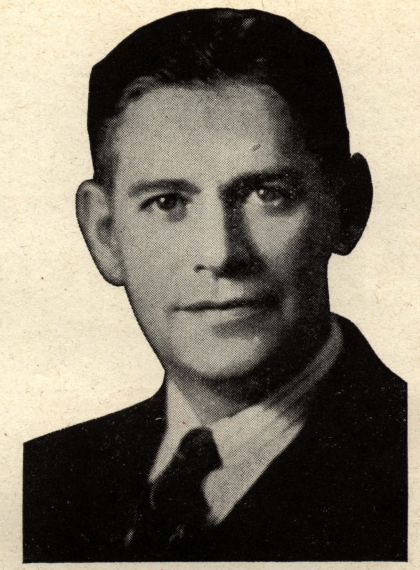
"The facilities are the most modern in the world, replete with the newest postwar equipment," reports Glenn E. Wallichs, Capitol's vice-president and general manager. "Test recordings indicate that a new standard of fidelity soon will be apparent on Capitol's discs."

Walter Rivers, New York recording studio manager for the firm, is in charge of operations.

Mobile Phonos All on Dime

MOBILE, Ala.—This city goes down in Phonoville's record book as one of the first to convert every location to ten-cent play.

The 11 largest operators of Mobile and Mobile County notified locations that the raise would go into effect November 1, after explaining that increased costs necessitated such a change.



Recently appointed by Homer E. Capehart, chairman of the board of the Packard Manufacturing Corp., is C. D. Kemp as Packard's regional sales manager for the Denver area. Kemp is a veteran of the former Capehart Corporation organization for whom he was the Denver district manager. Following his discharge from the armed forces at the close of World War II, he was connected for a time with Aireon. He resigned from Aireon to take the Packard post. He is in charge of Colorado, Utah, Arizona, Southern Idaho, Wyoming and Western Nebraska.

War Hero Added To Tradio Staff

ASBURY PARK—Lt. Col. Harry J. Rockafeller, winner of a chestful of medals and citations, has shed the uniform of his country and joined Tradio, Inc., as sales coordinator.

Rockafeller, who was assigned to the Fourth Armored Division as a second lieutenant in 1941, saw action in Europe. He is authorized to wear the Silver Star with two clusters, the Bronze Star, the Purple Heart, the European Theatre Ribbon, five battle stars, the American Theatre Ribbon, American Defense Medal, Combat Infantry Badge, the Distinguished Unit Badge and the French Fourragere.

Tradio's new executive graduated from Rutgers in 1941 with a B. S. C. in Business Administration.

More Cable—More Music

CHICAGO—With a larger supply of cable and more telephone wires now available, *Voice by Choice* music installations are increasing throughout the country, De Witt (Doc) Eaton, vice president and general sales manager of AMI, Inc., reports.

He also states that the *Automatic Hostess System* manufactured by AMI, which was one of the first users of telephone facilities in connection with coin-operated music, is receiving heavy play throughout the country.

400 at Packard Show

NEW YORK—Joe Eisen, Packard distributor, held open house December 6 and 7 for operators in this territory, with more than 400 people in attendance. Homer Capehart spoke to the coinmen on general business conditions.

* * *

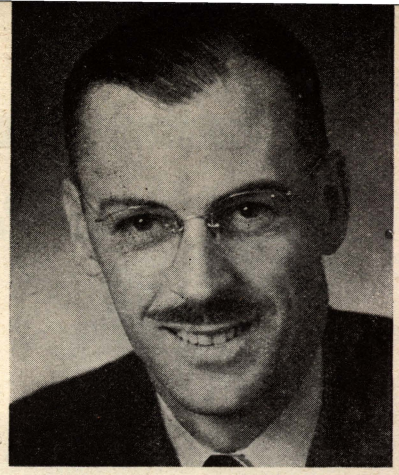
Bachelor: "Sometimes I yearn for the peace and comfort of married life."

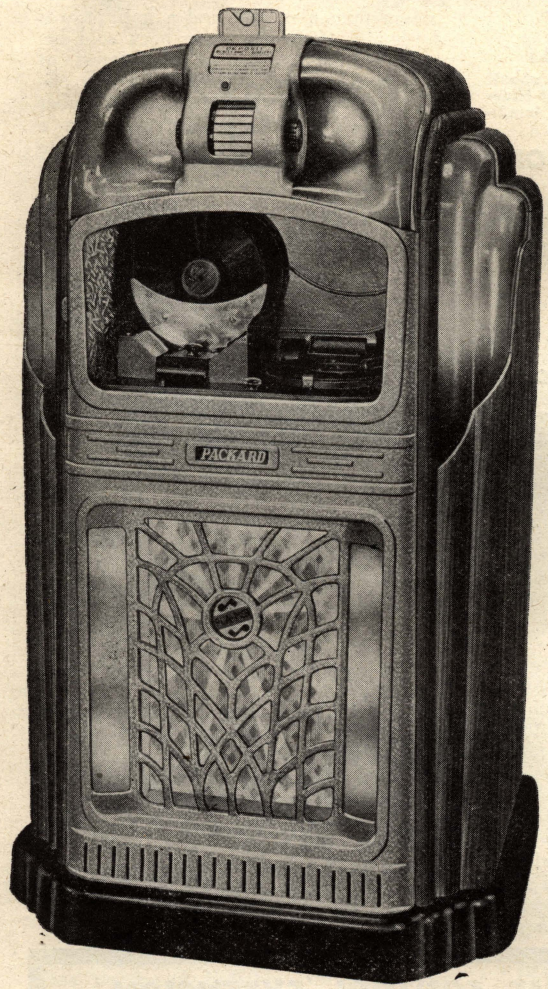
Married Friend (wistfully): "So do I."

They're Here —

IN ALL THEIR

BREATH-TAKING BEAUTY





The Model 7

PACKARD PLA-MOR PHONOGRAPH

Here is YOUR PHONOGRAPH . . . today's perfection by the Pioneers of the Instruments—the Policy Makers of the Industry! The new Model 7 is a symphony of rich walnut with a softly glowing lighted plastic crown; highlights and shadows that glow and gleam; romantic and appealing and as captivating as firelight. It's gay but not garish—beautiful but not bizarre. And, better still, it's built for long wear and easy operating.

—Also On Display—

The Model 400 Hideaway

The "Out-of-This-World" Speaker

The Remote Control Wall & Bar Box

The Dahlia, Daisy and Rose Speakers

●

IT'S PACKARD ALL THE WAY FOR PROFITS!

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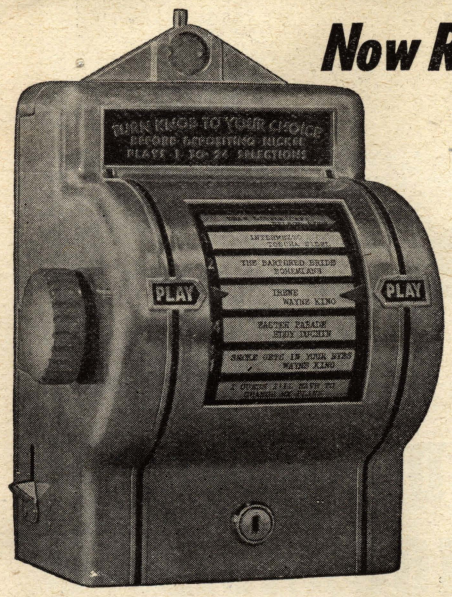


Now Ready for Delivery!

PACKARD
PLA-MOR
SELECTIVE REMOTE CONTROL

The most outstanding remote control box in the entire music field . . . that's the PACKARD PLA-MOR! Thoroughly proven over the years, and still the most popular box on the market.

Model 400 HIDEAWAY

The Hideaway they're all talking about! Smoothest, simplest, and most compact Hideaway in Automatic Music today! Intelligently engineered! Sensibly priced!

And All the New PLA-MOR SPEAKERS

Arriving Soon
NEW MODEL 7 PHONOGRAPH
Come in and See It!

PAUL A. LAYMON, Inc.
1503 West Pico Boulevard • Los Angeles 15, California

TIE-UPS

(Continued from Page 52)

cafe. "Rhapsody in Blue" is now being shown at ..... Theatre.

It's a perfect tie-in with a million dollar project. And in most cases it shouldn't cost the operator a cent. Some theatres already realize the value of this type of advertising and are supplying operators with the placards, table cards and records. Operators who engage in this type of exploitation are enjoying greatly increased play on their machines and are realizing considerable goodwill and cooperation from location owners and patrons. There is no reason why every operator in the country shouldn't adopt this method of increasing his business, for it requires little time and expense and the returns are substantial.

Chain theatres are especially ready to help music operators push the sales of musical film numbers. A spokesman for the Warner Brothers theatre chain states that they prepared a large number of cards for coin-operated phonographs in connection with the above-mentioned *Rhapsody in Blue* and are planning to do the same for the picture *The Time, Place and the Girl*, which features Carmen Cavallaro in several numbers of hit possibility, especially the one titled *Rainy Night in Rio*. These cards are sent to individual theatre managers, who in turn contact music operators and see that they are supplied with a sufficient number of cards and records. In some cases, mounted stills from the picture also are supplied for display at locations. Practically all picture exhibitors or distributors see that radio disc jockeys give the tunes a lot of play but often overlook music operators for the simple reason that so many operators fail to appreciate the opportunity of tying in with local picture theatres. As one theatre exploitation man said, "We've contacted operators a lot more times than operators have contacted us."

The motion picture studios are continuing to turn out a number of musicals that operators can tie in with. Columbia's *The Jolson Story* has such long-time favorites as *Swanee, My Mammy, April Showers, California Here I Come, and Sonny Boy*. The studio has printed a large number of stickers and table cards, measuring 4½ inches wide by 10 inches long and folded in the center, which are excellent for stimulating play of these numbers at automatic phonograph locations. This studio also has *The Thrill of Brazil* slated for release soon and probably will conduct similar exploitation to increase play of *Brazil's* numbers on automatic phonographs. Republic's *I've Always Loved You*, featuring Rachmaninoff's *Concerto*, now holding top spot in the best selling classical field, is another of the numerous current musical films offering the operator an opportunity to tie in with neighborhood showings.

More than a million and a half records of Chopin's *Polonaise* have been sold because of the movie-inspired interest of *Song to Remember*. Thanks to highly efficient Hollywood exploitation, this number has earned countless music operators a great deal of money. However, it is safe to say that operators would have earned still greater profits if they had done something on their own initiative to encourage constant re-play of this number on their own machines. When you consider that the motion picture industry spends a fortune on selling a number to the public, and by contrast most operators spend *nothing* on trying to sell customers on the idea of playing that number on an automatic phonograph—then you begin to wonder if operators are in business for profit or just for fun.

However, the criticism of operators who fail to exploit music on their phonographs can also be leveled at most of the motion picture studios. Despite their acknowledged enterprise in publicity, a majority of the studios (and this goes for theatres as well), strangely enough, have overlooked the automatic phonograph industry. THE REVIEW recently inquired at a number of studios about tie-ins with music operators. Practically every exploitation department thought the idea a very good one, but few had done anything about it. Several thought so well of the idea that they now plan to instruct their field men to bring this exploitation angle to the attention of theatre managers throughout the country.

In some cities, theatre managers have long made it a practice to cooperate with local music operators for their mutual profit in selling musical film numbers to

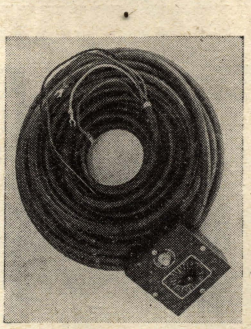
(See TIE-UPS, Page 58)

FACTORY DISTRIBUTORS

Packard Manufacturing Corp.
O. D. Jennings and Co.
Williams Manufacturing Co.
International Mutoscope Corp.
United Manufacturing Co.

Phoenix Distributing Co.
611 West Washington St.
Phoenix, Arizona

REMOTE VOLUME CONTROL EXTENSION



COMPLETE UNIT CONSISTING OF:

1—40-8 Ohm Volume Control L Pad
2—Micro Cancel Switch
3—Attractive Krinkle Finish Housing
4—50 ft. heavy 5 wire Conductor Cable

Everything you need in one unit. Parts purchased separately would cost $18 or more.

Our special price for complete outfit $12.95

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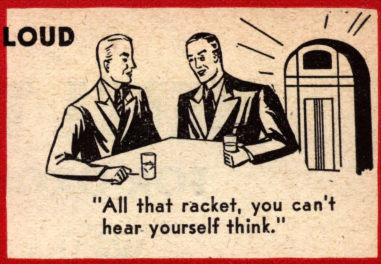
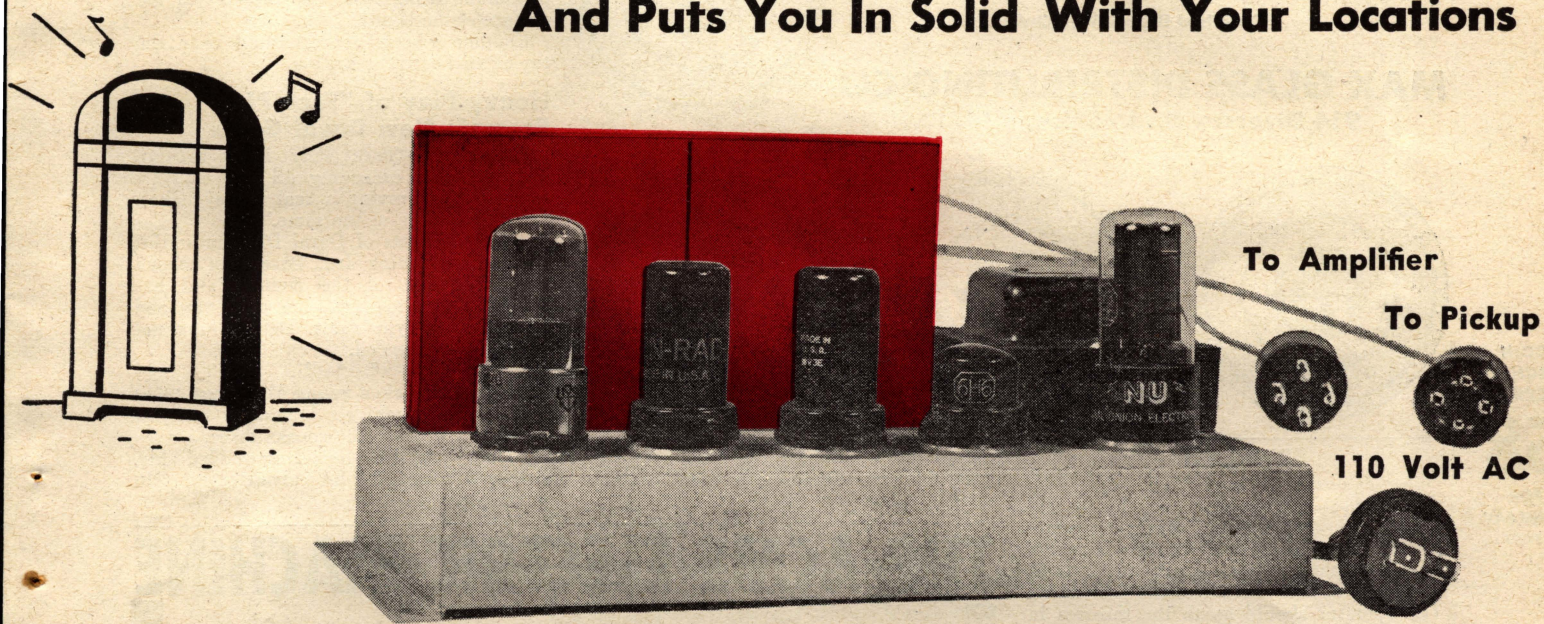


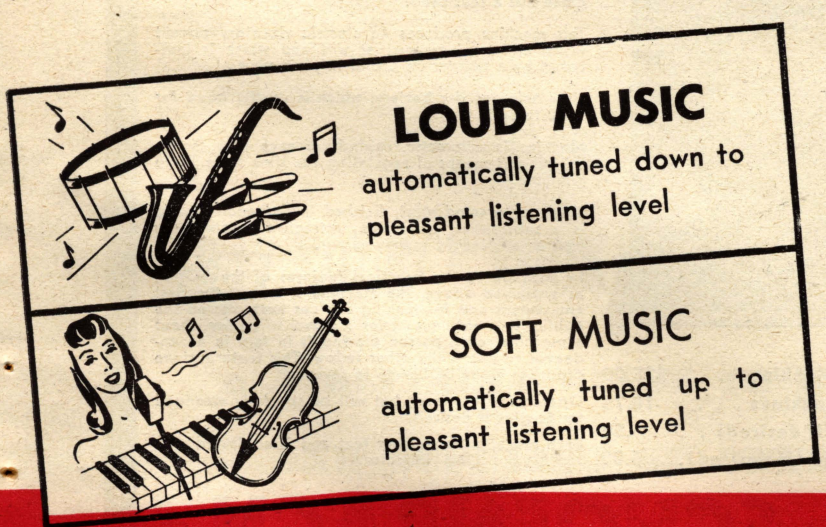
SENSATIONAL DEVICE THAT SKYROCKETS YOUR PHONOGRAPH EARNINGS

And Puts You In Solid With Your Locations



WAYNE AUTOMATIC RECORD VOLUME EQUALIZER

AUTOMATICALLY ADJUSTS PHONOGRAPH VOLUME SO THAT EVERY RECORD IS REPRODUCED AT SAME VOLUME LEVEL



Get the jump on your competitors and equip all your phonographs with the Wayne Equalizer. Install on the spot—size of a cigar box—no servicing. The Wayne Equalizer does not constantly adjust the volume to compensate for varied noise in a location. The unit increases or reduces the volume on all records to a volume standard manually set by you or by the location. If your local distributor cannot supply you, write, wire or phone us.

For use with crystal, PN type, or magnetic pickup

GUARANTEE

Wayne Equalizer is guaranteed in workmanship and materials for 90 days. If, within 30 days, it does not satisfy you for any reason, return it and full purchase price will be refunded.

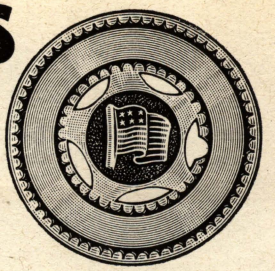
GEORGE R. MURDOCK & *Associates* INC.

Manufacturers and Distributors Electronic Equipment

1773-1797 Union Street, San Francisco 23, Calif., Phone—PRospect 2974

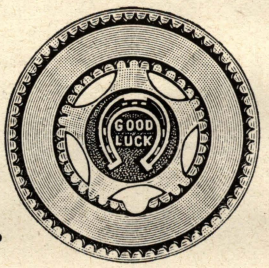
METAL TYPER DISCS

FOR GROETCHEN TYPERS



We Use Finest Aluminum
Standard Thickness • Satin Finish

PRECISION DIES
By America's Foremost Toolmakers



Money Back Guarantee **$8.50**

Samples On Request **Per 1000**

One-Third Deposit With Order

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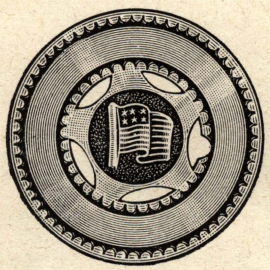

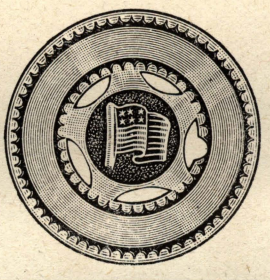

TIE-UPS

(Continued from Page 56)

the public. This practice should be extended to *every* theatre. Music operators can hardly expect that theatre managers will keep them constantly in mind. It is up to the operator to make the first move. The operator should go to the theatres in his territory and explain his proposition. In very few instances will he find the theatre unresponsive.

Hollywood is putting more and more stress on musical pictures and record companies are clamoring for the chance to help sell the numerous tunes written for these pictures. The vast amount of effort spent on selling this music to the public can be directly profitable to every music operator who is alert enough to let the movie industry know that he, too, is a music salesman. As more and more operators tie in with musical films, motion picture studios and theatres will see to it that operators are supplied with all the advance information, placards, cards, and records that they need.

In San Francisco, several months ago, an automatic phonograph was placed in the lobby of a theatre where a musical picture was showing and for a week ground out the picture's numbers *for free*. That was great for the theatre. But where did the operator come in?

That stunt has been done numerous times throughout the country—always at the operator's expense. Now is the time to put those machines back on location, where they belong. On location, they can still exploit the picture and advertise the local theatre—*and* they can sell movie-tunes, instead of giving them away.

Arcade-Type Game Invented

DAYTON, Ohio—A device adaptable for coin-operated gun games has been developed by Henry Silbereis of this city. A moving target is provided by having a board, with divided areas of different scoring values, swing around through employment of a counterweighted pendulum. A suction cup with protective disc is attached to the free end of the pendulum. When a bullet strikes the disc as the pendulum swings, the cup adheres to the surface of the board.

Counter wheels are mounted near the top of the board for scoring.

Heavy Play of "Free Play" Prompts New Daval Game

CHICAGO—"*Free Play* is a natural. This game is exceeding all our expectations and is proving a real money-maker. Let's have more of the same."

The sentiments of Daval Distributor Bill Marmer of Sicking, Inc., have been echoed in all sections of the country and has spurred Daval to start work on a new and revolutionary type game. Details have not yet been announced.

* * *

"I see," remarked young Mr. Jones, "that a man who speaks six languages has just married a woman who speaks three."

"That," replied the long-wedded Mr. Brown, "seems to be about the right handicap."

ANNOUNCEMENT

We have taken over the Slot Machine Repair, Refinishing and Converting business of Ernie Graham. We intend to continue the same high standards of workmanship and we invite operators and jobbers to make use of our service.

H. R. Graham is still associated with us and is always glad to see his old friends.

Call CItrus 2-2261

Stephens & Hodgson

(Successors to Ernie Graham)

1212 E. Colorado Glendale 5, Cal.

(Rear Entrance)

THE ACME ELECTRIC MACHINE

VIBRATION IS THE LAW OF LIFE

It is perhaps needless to state that the medical profession has placed its sanction on the employment of Electric and Vibratory treatments for a multitude of ailments. It is also generally acknowledged that the majority of people will be benefitted by such treatments.

Not everyone can afford expensive electric treatments, and this is where our ACME ELECTRIC machine fills a real need.

This machine produces an electric vibratory current which can be increased at will and which is indicated by a pointer on a dial in plain view.

Uses only one dry battery, which is usually good for 1,500 to 3,000 plays.

Machine is automatic, rewinds at each play, has a cut-off and means of regulating the time from ½ to 1 minute.

Made of pressed steel, finished in red enamel, and is a substantial, handsome, attractive machine, as well as a splendid money-earner.

In addition to the practical features of the ACME, as explained above, the machine is one of the best amusement and fun-making devices ever offered the public. It is not unusual for a crowd to gather about a machine, each person playing it in turn in an endeavor to outdo the other fellow. This feature alone produces many DOLLARS in revenue.

Price of Machine	**$25.00**
2 to 11 Machines	**18.75**
Bracket (if desired) . .	**.50**
Floorstand (if desired).	**4.00**

Operates with a cent, but will be specially arranged for 5c play if desired.

Each machine has rubber feet and is equipped with our famous Coin Detector.

J. SCHOENBACH

1645 Bedford Avenue **Brooklyn 25, N. Y.**

Automatic Vending

THE INDUSTRY'S FIRST PUBLICATION
DEVOTED EXCLUSIVELY TO AUTOMATIC VENDING

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- **Traveling Engineer Invents Tooth Brush Vendor**
- **A Plant Executive's Views On Serving Industrial Locations**
- **The Tobacco Jobber and Automatic Vending**
- **From Prohibition to Prosperity . . . Two Decades of Cig Vending**
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1947 SOURCE BOOK OF The COIN MACHINE INDUSTRY

- **A RELIABLE GUIDE TO EVERY MANUFACTURER AND SUPPLIER OF VENDING EQUIPMENT AND VENDING MACHINE MERCHANDISE**

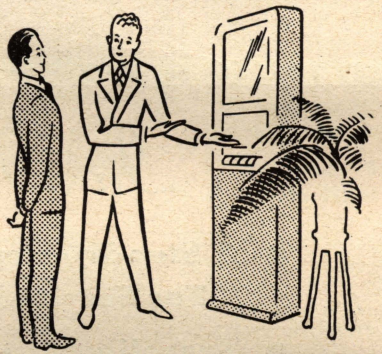
January, 1947

Just Say "THE NEW DuGRENIER"

AGITATED

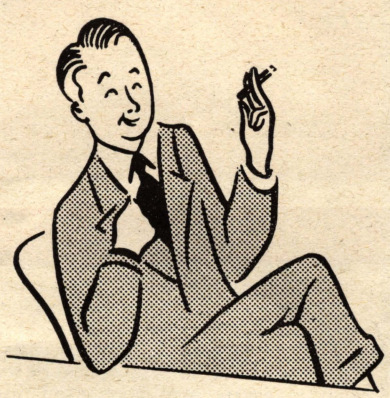
Complaints, competition, prices and taxes had this Operator worried. How to keep his machines repaired? How to hold good locations? How to solve price and tax change problems?

DEMONSTRATED



Then he attended a demonstration of the new DuGrenier Challenger. He saw its rugged mechanism . . . its colorful, appealing design . . . the patented coin mechanism that operates on any combination of nickels, dimes, and quarter.

ELATED

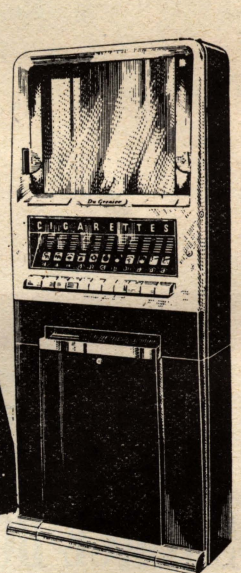


Now he's elated. His profit's inflated. He operates exclusively with new DuGrenier Challengers!

The DuGRENIER *Challenger*

America's Foremost Cigarette Merchandiser

THE ONLY CIGARETTE MERCHANDISER THAT OPERATES ON NICKELS, DIMES AND QUARTER IN ALL COMBINATIONS.



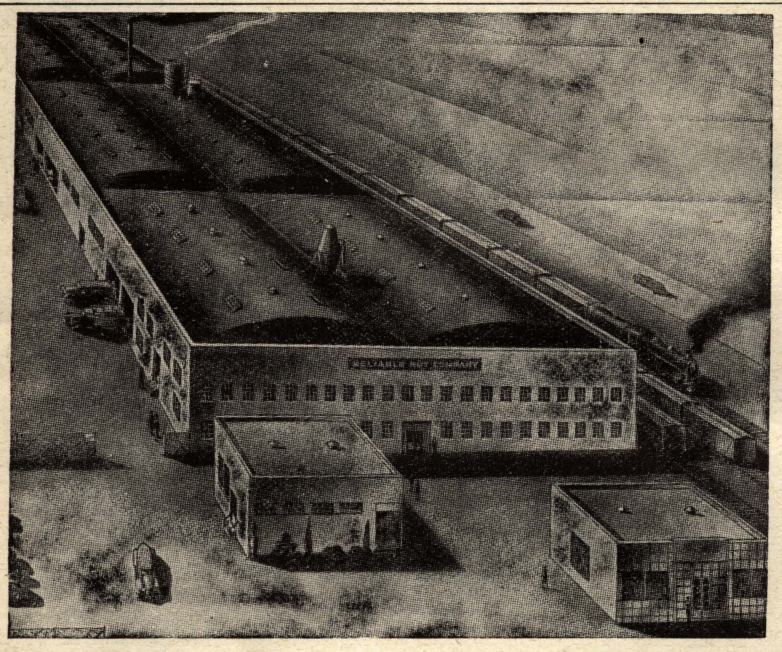
DuGRENIER, INC. 15 HALE ST., HAVERHILL, MASS.

America's Foremost Manufacturer of Automatic Merchandisers

Automatic Vending

THE INDUSTRY'S FIRST PUBLICATION DEVOTED EXCLUSIVELY TO AUTOMATIC VENDING

★ ★ January, 1947 ★ ★



Universal Match Buys Reliable Nut Co. of L. A.

ST. LOUIS—In a cash transaction exceeding $500,000, Universal Match Corp. has purchased Reliable Nut Co. of Los Angeles. Universal will continue to produce a line of assorted nuts and candy bars which are now being turned out under the Reliable label. One unit of the plant will be converted to production of book matches, and when building conditions permit, an additional book match plant will be erected on the property.

Bernie and Monroe Shapiro, former owners of Reliable Nut, have set up a new and distinctive corporation, Adams-Fairfax Corp., in a building adjacent to the Reliable plant, where machines are being manufactured and supplies distributed to a large vending trade built up over the past 12 years. An addition to the present structure will be set up in the near future to handle expanding business.

The sale encompasses 38,000 square feet of floor space, railroad sidings, and modern manufacturing and shipping facilities on a five-acre tract.

Universal has set up a new corporation, Reliable Nut Corp., under California law. Authorized capital stock is 10,000 shares with a stated value of $100 each. Paid up capital stock in the amount of $500,000 has been subscribed by Universal Match Corp.

Annexation of Reliable Nut marks the fourth division to be added to the parent company. Universal also owns Schutter Candy, Chicago; Candy Brothers, St. Louis; and Jacobs Candy Co. of New Orleans.

Viking Fetes Employees At Sumptuous Xmas Party

BELLEVILLE, N. J.—Ten years ago Viking Tool & Machine Co. held its first Christmas party with four people present. This year, just before Christmas, the company literally took over the Moresque Restaurant in West Orange to play host to some 70 persons—and this group constituted only the office staff.

Starting with smorgasbord and beverages, the guests went through a collection of steaks that were termed "terrific," and those who preferred it had equally succulent lobster; everything else that was supposed to go with the entree, went. Chief question of the evening asked by the thoughtful few was: Where did they get that extremely rare item, Scotch?

Festivities for production employees, working on the several shifts, were held later. And every employee took home for his Christmas dinner a turkey weighing 18 to 20 pounds.

Viking, whose pop corn machine has proved a marked success, now has emerging from its research department a new coin-operated vendor, details of which are still secret and will be announced only after thorough tests.

Government Sues Bendix, Telecoin

NEW YORK—Telecoin Corp. of this city and Bendix Home Appliances, Inc. of South Bend, Ind., have been named defendants in a civil action started in Federal Court here claiming violation of the anti-trust laws in the distribution, sales and rental of Bendix automatic washing machines.

Veterans unable to establish laundry stores in desirable locations are said to have been responsible for many of the complaints which culminated in the government's complaint charging that the two corporations have established an illegal monopoly in washing machines and that Bendix automatic washers are available to the public through an illegal, highly restrictive distribution system.

Bendix is charged with having an arrangement with Telecoin in which the latter firm has been made sole distributor of Bendix washers for installation in apartment houses and laundrettes where use of the machine is available to the public on payment of a service charge.

It is alleged that under this arrangement, and with the connivance of Bendix, Telecoin purports to grant franchises which exclude all automatic machines except Bendix from commercially desirable locations, that rental charges are fixed, that a monthly rental payment must be made to Telecoin, and that the rights of owners and operators of rental machines are unreasonably restricted.

Further, the complaint charges that Bendix enters into sales contracts with some 80 distributors located in all states, who under Bendix guidance, enter into sales contracts with 8,500 retail dealers, including Telecoin. It alleges that all of the contracts fix resale prices, establish exclusive sales territories, require exclusive use of Bendix parts in service operations and restrict the uses for which Bendix washing machines may be sold.

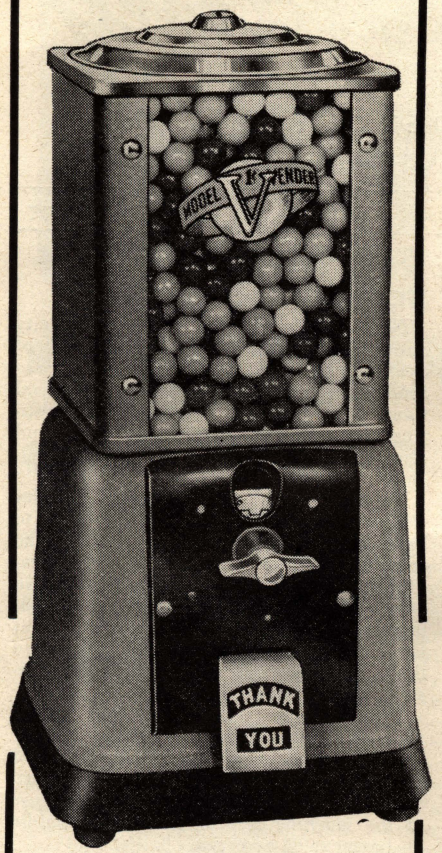
Judson S. Sayre, Bendix president, responded to the action with insistence that "the rental machine arrangements complained of are incorrectly described." He asserted that part of the arrangements described never had applied to his company's business and that while the portion correctly described "did once pertain to our business" it "has long since been abandoned."

Sayre further asserted that he understood that complaints did not come from household users, "but rather from a class of prospective purchasers who hope to derive profits from the public use of our own machines."

Victor's Famous

MODEL V

The Choice of Thousands of Successful Operators



During the long, hard years of emergency, *Model V* earned new laurels for stability and the ease of adjusting for any available confections.

Post-War Model V, further improved and 5 lbs. lighter, is universal and vends all kinds of bulk merchandise, including Ball-Gum. - - NO ADDITIONAL PARTS NECESSARY!

Model V DELUXE CABINET TYPE is built of steel and has transparent plastic front, making it exceptionally strong and durable for those rugged locations.

EXCLUSIVE DISTRIBUTORS FOR CALIFORNIA, OREGON, WASHINGTON

ADAMS-FAIRFAX CORP.

5721 West Jefferson Blvd.
Los Angeles 16, California

A Step-By-Step Training Program For Service Personnel

By Frank J. Bradley
Owner of Automatic Equipment Co., Buffalo, N. Y.

We believe the serviceman is an extremely important factor in maintaining our business; therefore we exercise great care in selecting him. Our personal experience has been that married men prove more satisfactory, their family responsibility apparently helps to make them steady, dependable workers. All of our men are American citizens, born and educated in Buffalo or the city in which they operate and their fingerprints have been cleared through the F.B.I. In this way we start off with a fairly sound basis to build on.

The new man selected is first given a personal talk, during which he gets a reasonably comprehensive picture of our company, our policy, our incentive plan and his chances for advancement. He is sold on the fact that this is not merely another job, but a real opportunity, limited only by his own ability.

We do not try to crowd in more than he could be expected to absorb, and at this point introduce him to the stockman. He is allowed to stay in the warehouse for sufficient time to become familiar with the various items of candy and learn what the centers are like and which items are similar. In this way he knows how to select a balanced assortment and can answer intelligently the questions that come up. He helps prepare orders for the other routes. This gives him a chance to observe the general routine of activity.

The next step is to send him out with a serviceman on a route other than the one he will eventually get. He is not expected to do anything but watch and learn the various points in our standard practice.

1. Park the car in a spot acceptable to the location and in the summertime a shady place to protect candy.
2. Clean the machine and delivery tray.
3. Balance the machine inventory.
4. Test coin unit and coin return.
5. Rotate top bars, and samples, change variety and refill.
6. Check on locked door and keys.
7. Check for empty trays and check sample display.
8. Dispose of empty boxes.
9. Make change.

The following morning, before starting out, he is invited into the office and enters into a conversation designed to unfold his impressions of the work, the extent of his enthusiasm and other indications of his mental attitude. The serviceman of course has previously given his opinion of the new man's aptitude. We have two different types of routes. The one previously described, covers considerable area with locations varying from one to six machines. He is now ready for the other type consisting of big plants with a fairly large number of machines in one location. Again the procedure is merely to watch and see how this is handled. The serviceman naturally explains the fine points which make the difference between filling machines quickly or taking all day. He learns how to eliminate lost motion; making every move count and stepping right along to the next machine. The next two days, the routine is reversed, our new man attempts to do the standard practice himself, with our serviceman keeping him on the beam and helping him finish up.

The new man now comes back for a final pep talk. This time he really gets the works. We let him know that big customers such as he has witnessed, do not grow on trees. They are hard to get and must be handled with kid gloves. The secret is not to lose the first customer. We impress on him that we are entrusting him with high class gilt edged locations, we are providing him with the finest machines that money can buy, he has available a stock of standard advertised brands of hard to get candy, so he can give the people what they want. Now he is carrying the ball and it's up to him to see that the machines are kept highly polished and in good working order at all times.

If there is something he cannot fix quickly, phone in at once and we will send someone out promptly who can fix it.

The machines must be filled regularly as scheduled and according to standard practice.

Goodwill is to be maintained by handling refunds courteously and promptly. No arguments and avoid unnecessary conversation. Personal appearance, always well groomed. We remind him of the cigarette commercial—"Trifles make perfection, but—perfection is no trifle."

Then he is sent out on the route we have planned for him—but not alone. The service supervisor goes with him and stays with him until he is satisfied that the man is fully qualified to handle the job. His route is then checked periodically, the same as the other routes.

I have been asked how I select a Supervisor. From the ranks—on merit. The supervisor is definitely a key man, holding a responsible position. Naturally before he is even considered, it is understood that he knows his stuff and has the respect of the other men. Therefore the first thing I look for as an eligible qualification is LOYALTY. The man I pick must be 100 per cent for me. I must have the feeling, time tested, that he really has my interests at heart, and is going to do everything he can to protect them every day, whether I am there or not. He is the type that instinctively thinks of the job first, anything else is secondary. That of course places a responsibility on me to protect his interests, but it's a welcome task.

What special training is a supervisor given? He spends considerable time working with me, until he absorbs company policy to the extent that he can do things with the assurance that he is handling things on his own, in the way I would want them handled. It is then up to him to see that the company policy is carried out by the servicemen and that the service organization functions smoothly.

Gum Vendors Aiding Needy

JANESVILLE, Wisc.—Gum vending machines to the aid of the needy!

In a money-raising project, the Lions Club of this city is installing chewing gum vendors throughout the city. Proceeds, after operating expenses are deducted, will be used to further civic work.

Cigar Machine Demonstrated

NEW YORK—One of the highlights at the December 7 meeting of the Cigarette Operators Association of New York was the showing of Amity's ten-cent cigar machine.

items most sent out for by guests, and of all items left behind most frequently, toothbrushes rated Number One."

The Pearson Chart (this is the national authority for the wholesale drug trade) revealed that 40 million out of 120 million Americans do not brush their teeth daily. If each one of those 40 million utilized the vendor once a year, the result would be 40 million sales . . . a lush market.

A check of a large office building indicated that 80 per cent of the clerical help brought their own paste and brush to the office. Many were salesmen seeking to attain the completely well-groomed appearance; others had social engagements immediately after office hours and didn't have time to go home and bristle their molars.

Now that the three brushkateers knew without a shadowing doubt that they had something of value to offer the public, they started canvassing for materials and equipment.

One industrialist said he would be glad to take care of their needs—in fact he was willing to invest a cool million dollars to further the work—but only with the stipulation that he be given controlling interest.

After the dizzy sensation had receded, the offer was politely refused.

Task Number One was to arrange for manufacture of the machine. Shortage of steel seemed an insurmountable obstacle until one day Conn offered the Magna Products Co. of Inglewood, Calif., who were enthusiastic about the idea, an opportunity to purchase $1,000 in stock if they would turn out 50,000 stainless steel satin finish vendors. When the firm agreed to go ahead on that basis, Conn knew he had the key to scarce material.

A short time later the neophyte firm incorporated for $100,000. "We made it a closed corporation," he related, "with a limit of 25 stockholders." Conn was named president; Lang, vice-president and treasurer; and Johnson, vice-president and production manager.

Subsequently, Conn closed with Southern California Plastic for 505,000 acetate plastic handles measuring 3¾" long, ⅜" at the top and ¼" at the base. After completion, they were shipped to Owens Brush Co. of Toledo who affixed ten-tuft nylon bristles.

A national paper concern was engaged to supply a half million cylindrical cardboard containers. Future containers will be made of sterile plastic.

Seventy-eight per cent of the citizenry prefer tooth paste, according to the Pearson Chart, but acquiring containers, which are made of lead, zinc and tin—scarce metals—proved an impassable barrier. In view of this, tooth powder was given the nod. One and one-quarter grams of powder, sufficient for one brushing, is packed in "Pliofilm," a moisture-proof, air-proof substance which looks like cellophane and holds the flavor and moisture of its contents for months, and rides in the holder between brush and handle.

A plant containing 3,000 square feet was erected in Van Nuys for assembling, packing and shipping. The first half-million units will be loaded by hand, but after that, Inventor Johnson will put his newly developed loading device to work.

The mechanically operated vendor, 17 inches tall, 9 wide and 5 deep, is designed for wall installation and holds 75 containers. On its face is room for the dentifrice manufacturer's advertisement, name and phone number of the operator and any other pertinent information. Directly underneath the coin slot is a turn handle.

There are seven gravity feed slots in a circular slotted drum; in the event one of the containers jams, six other slots take over operation without loss of time or service calls. While the machine has no slug rejector, extensive rebuilding and checking has narrowed the slug-proof gap to 90 per cent. Besides, there are fewer dime slugs in circulation than any other denomination.

The Van Nuys plant is now being tooled for production, with the first 25 units scheduled to roll off the line February 15. These will be installed in test locations, strategically spotted to determine their ability to withstand public abuse.

After the proving period, the vendors will be distributed through factory agents in key cities who will sell them to established operators in the various territories.

Conn feels "One Use" will be a valuable supplement to operators of other types of equipment and help take up the slack when grosses on other pieces slump.

"It's difficult to present any kind of profit chart because the machine is new and untried, but here are some figures which may be of interest:

"The machine will sell for approximately $30. A hundred involves an investment of $3,000 and we feel a man can net a minimum of $300 per month. It costs $3.75 to load a machine; take is $7.50, leaving a gross of $3.75. If the machine empties once a week, gross receipts are $1500; less 20 per cent location commission (some locations will accept ten and others will expect nothing because of the convenience to customers) leaves $1200. A twice-monthly refill should net $600 and a once-monthly $300."

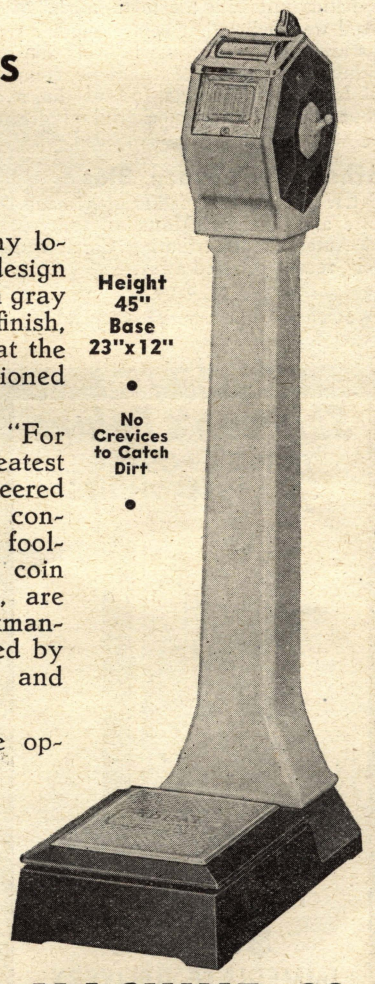
In discussing the machine and the product it vends, the president of One-Use Tooth Brush Corp. simply bubbles over with enthusiasm.

"Tooth-brushes are standard items everyone uses—or should—and will—when our sales promotion campaign roars into full blast. We do not lay claim to a revolu-

STILL DELIVERING
IMMEDIATELY

Ideal Aristocrat

For
OUTSIDE LOCATIONS
INSIDE LOCATIONS
CROWDED STORES



Height 45" Base 23"x12"

•

No Crevices to Catch Dirt

•

You can install an Ideal in any location, because of its unique design and small size. Built sturdy with gray iron and acid proof porcelain finish, it will last a lifetime, whether at the sea shore or in an air conditioned store.

To quote Abraham Lincoln, "For the greatest good of the greatest number," the Ideal was engineered to suit all types of operating conditions. Simple in construction, foolproof cash box, trouble-free coin chute, cheat-proof mechanism, are all features of the Ideal. Workmanship and materials are approved by the Department of Weights and Measures.

Ideals operated today will be operating in 1980.

WRITE TODAY
FOR FULL DETAILS

IDEAL WEIGHING MACHINE CO.

Established 25 years in Coin Weighing Scale Business

1012 West 43rd Street, Los Angeles 37, California

tionary idea, because in the past decade a number of concerns and individuals have tried to produce such a vendor but as far as we know, none of them ever reached the production stage.

"Possibilities are practically limitless. Wash rooms in restaurants, airports, train and bus depots, office buildings, service stations, hotels and motels are prime locations. Our device will be a boon to travelers; it will save time and effort in rummaging through bags and kits.

"Another good location will be dental offices. How many times do patients ask for a tooth-brush to clean their mouth before sitting in the chair? The nominal cost of the item will enable the dentist to pass them out to his patients as a good-will gesture. Airlines are interested in doing the same; they want to encase the brush in an aluminum holder bearing their name on the surface.

"You know how schools try to teach youngsters about the health benefits of brushing their teeth regularly? We plan to give packets to youngsters to take home. This will act as an ideal inductor to the habit. We also plan to sell the brush and holder over the counter. Where else can you buy a nylon bristled brush and powder for a dime? How many families have overnight guests and have no tooth-brushes for them? We are going to pack them in gift containers (six to a pack) for home use. Later we plan to adapt the machine for vending hand lotion, Kleenex, make-up refresher kits, etc. But right now we have our hands full with the tooth-brush."

And we predict that before another year rolls around, this aggressive, won't-take-no-for-an-answer group of energetic coinmen will have their pockets full of dimes as compensation for the pocketful of dreams they started with on October 20, 1945.

Father of Coinmen Dies

NEW YORK—The father of Armand DeMotte and James DeMotte of Amity Mfg. and Automatic Distributing Corp., respectively, recently passed away.

* * *

Women are like money: keep them busy or they lose interest.

Shipman's Deluxe
TRIPLEX POSTAGE STAMP MACHINES

NEW! DIFFERENT!
$39.50
IMMEDIATE DELIVERY
—SEE—
PAUL A. LAYMON
DISTRIBUTOR
1503 West Pico Los Angeles 15

A Plant Executive's Views On Serving Industrial Locations

Are you operating vendors in industrial plants? If so, have you ever wondered about the personnel's reaction to your merchandise and service? Have you been unable to put the finger on the how-come of shrinking sales?

The location's point of view may be just the objective analysis you need to stop-gap tobogganning sales. John M. Gillfillin, vice-president of Locke Insulator Corp. of Baltimore, who is the firm's representative in placing proper vending equipment for the plant's 1200 employees, points out some of the most frequent operator-erected impediments to heavy sales and goodwill.

Number One in Gillfillin's book is empty machines. "Often," he says, "I have seen our employees drop a nickel in a vending machine, make a choice of candy, press the lever, only to hear the nickel tinkle in the pan below. They tried all levers in a double machine but all columns were empty and the customer went away mumbling that you could never get candy from the machines when you wanted it. I happen to know two reasons why the machine was empty. One was because as soon as the service man loaded the machine, several 'wise' employees rushed it and loaded up with five or six choice selections. Others satisfied their desire for a sweet as the day went by and the machine was quickly emptied.

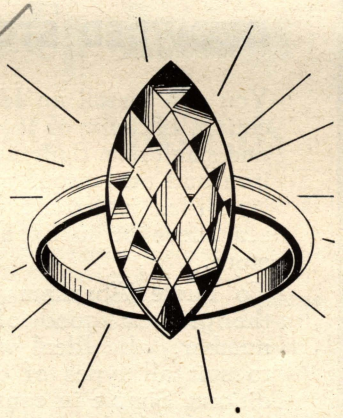
"Was it the fault of the employees? I say 'no' because if it is, then you are satisfied with the amount of present sales from your machines. Obviously, the solution is to service the machines oftener to satisfy the demand or don't object if a competitor is permitted to install additional machines."

Gillfillin labels the practice of displaying one brand of candy and then loading the columns with another brand as dishonest merchandising. "The war is over," he reminds operators, "and we no longer are satisfied with taking substitutes. If such an occurrence happened to me and I got a certain kind of candy which I dislike, my desire for candy would leave for a while, and I would not deposit any more nickels. All vending men should recognize their obligations to deliver what they display."

Gillfillin lays heavy stress on cleanliness, not only of merchandise, but the machine itself. "Merchandise may be clean when

(See EXECUTIVE'S VIEWS, Page 68)

Ring Up Greater Vending Machine Profits! They Keep Buying Again and Again When You Offer



Brilliant
CUT-STONE
Ring-Charms
with simulated gold bands
$1.25 a gross
$2.50 a Gross
Giant Stone Setting

FREE TRIAL OFFER
See for yourself. *Send for 12 free samples* and put them up against the glass. Absolutely no obligation.

It's a charm the way kids go after these rich-looking, realistic rings . . . absolutely the hottest charm item in vending machines.

Imported from Czechoslovakia, these sturdily constructed, cut-stone ring charms are available in a brilliant assortment of colors.

MORE PROFIT-TESTED CHARMS

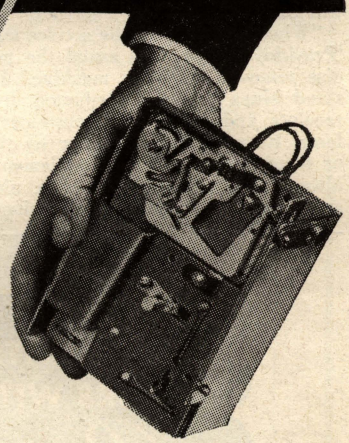
Gold color wedding rings, $2.88 gr. As above, silver color, $1.44 gr. Plastic novelties; wagons, saws, tanks, etc. Colors. (7-gr. lots), $0.65 gross.

VIKING SPECIALTY CO.
530 Golden Gate Avenue San Francisco 2, Calif.
Exclusive area distributor for Northwestern Vending Machines.
Complete parts and service department.

GOOD NEWS for COIN-OPERATED RADIOS

NATIONAL'S RADIO-TIMER with Slug Rejector

ASSURES PAY FOR EVERY PLAY!



In 1 unit: Timer, Motor, Rejector, Accumulator!
From the world's largest and only manufacturer devoted exclusively to coin-handling and detecting devices... comes this precision-created, engineer-designed Radio-Timer. So compact, sturdy, and with a minimum of moving parts! Comprised of Timer, Motor, Slug Rejector and Accumulator.

Now, Sell ALL the Time at a Profit!
Play-period: optional, 1 or 2 hours for each quarter. Accumulates to 3 quarters for 3 or 6 hours unbroken play. Your protection against "free plays" is NSR's vast experience in creating coin-handling and detecting devices in use all over the world!

Short N' Snappy! Saves Space!
Minimum cabinet height now assured. Coins travel directly to side-mounted cash-box by an ingenious side-action positive ejection!

Widens Market for Coin-operated Radios!
NSR Radio-Timer with Slug-Rejector created in response to demands of progressive operators and manufacturers for full-paying, trouble-free coin-operated Timer-and-slug-rejector combination capable of fully capitalizing on the new market's potential.

2 More NSR "Firsts" for Vend Industry!
A new series-1300 slug-rejector, one-half present size opens new possibilities for miniature measured-music units... and... new NSR Rejector for Canadian 5c-coin machines. Two achievements that further advance National's service to the coin machine industry *around the world!*

For Coin Handling Perfection

NATIONAL SLUG REJECTORS, INC.
FOREIGN AND DOMESTIC COIN HANDLING UNITS SERVE THE WORLD
5100 SAN FRANCISCO • SAINT LOUIS 15, MISSOURI
FACTORY SERVICE OFFICES: LOS ANGELES • CHICAGO

Send Today for More Information!

National Slug Rejectors, Inc.
5100 San Francisco Ave., St. Louis, Mo.
Send further details of new NSR Radio Timer and other helpful facts on your service to my business

Name_____
Business Firm _____
City_____ State _____

Producers of SLUG REJECTORS • MOUNTING BRACKETS • COIN SWITCHES • COIN RETURN ELECTRO MAGNETS • CABLE ASSEMBLIES

packed in a sealed wrapper, but in an industrial plant the machines which are not clean are not attractive or inviting to cause the customer to even take a chance on a nickel. The cure is proper instruction to service men, plus proper equipment, i.e., brushes, wiping cloths, etc. And this should be followed up by a supervisory inspection."

Give the customer his money's worth, Gillfillin advises. "If he can buy elsewhere at two-for-a-nickel or three-for-a-dime the same product you are selling for a nickel, look out for trouble. The extra profit is not worth a dissatisfied customer."

Is customer goodwill worth a nickel? "It certainly is," Gillfillin declares, and then goes on to prove that many operators, by their short-sighted tactics, are not only throwing away repeat business but inadvertently inviting their machines to be open targets for physical damage.

"I am referring to the machine that goes out of order and fails to deliver the merchandise or return the nickel. Just a nickel, but the customer screams to high heaven and even demands to see the president of the company to have the machines removed from the plant. We post a notice on the machine, 'Out of Order' and immediately call the owner but days pass and someone else, failing to see the notice, loses another nickel. We tell everyone the service man will refund his money.

"When approached, the service man says, 'Provided our receipts equal the merchandise removed from the machine.' I understand slugs are also deducted from the receipts and usually the customer is the loser. Revenge is taken later by the loser or someone knowing that settlement is not always made in the loss of a nickel by smashing the machine. A machine valued at $50, $100, or more, smashed or ruined because of a dissatisfied customer losing a nickel. Is it worth it?

"If a machine cannot be repaired promptly, it should be removed from the premises."

Gillfillin suggests that all operators mail commission checks to the plant on a definite date each month. "If returns are too small for the issuance of a check, use a printed form to explain this fact and advise all returns due will be included in the next check issued."

Operators do not visit the plant representative often enough to maintain friendly contact, Gillfillin declares. "We too are busy people and do not want you camping on our doorsteps, but at least expose yourself to receive complaints and maybe praise and an expanded program may be the reward. Maybe a short visit once a month and a telephone call the next day will be sufficient. Your silent salesmen might change over-night to one-armed bandits and as they are only judged by their actions, it would be well for you to be near by to do the talking.

"I am reminded of a line in the recent motion picture 'Anna and the King of Siam' in which Anna says to the King:

" 'Betray me once shame on you;
Betray me twice shame on me.'

"Think that one over, because it applies to any business transaction and the reason relations cease without further explanation."

SELECTED—CALIFORNIA ALMONDS

The small tiny size—Roasted and Salted especially for Vending Machines. PACKED in 5 lb. wax lined cartons for easy handling - 6 - 5 lb. cartons to a shipping case.
Write for samples and prices today! Please tell us your approximate requirements and whether you are a distributor or an operator.

THE HARRY P. RITCHIE CO.
333 E. 2nd ST. LOS ANGELES 12, CALIF.

Shipman Signs Chain for Hundreds of Vendors

LOS ANGELES—The Shipman Mfg. Co. has signed a contract for immediate installation of Shipman automatic postage stamp machines, latest triplex models, in some 600 drug stores of the Rexall Drug Co., it is announced by Sales Manager Jack Olsen. Stores involved in the deal include The Owl Drug Co., Liggett Drug Co., Inc., Sontag Division, Renfro Rexall Stores Division, Lane Drug Stores, Inc., and Bay Drugs.

With exclusive right to install its own machines, the Shipman Co. is now allocating approximately 600 drug store locations to operators. Contract calls for two triplex machines in each store, dispensing the following combinations of stamps: three 3c stamps for a dime; four 1c stamps for a nickel; one 5c air-mail stamp and one 3c stamp with an air-mail envelope sticker for a nickel; one 3c and one 1c stamp for a nickel; and six 1½c stamps for a dime.

Rexall has reserved for itself the valuable space on the cardboard folders holding the stamps and will use the space for company advertising.

In addition to this contract, Olsen announces that one of the national distributors for Shipman stamp machines, the Jones Stamp Service of Milwaukee, recently contracted for installation of triplex postage machines in the national chain of Walgreen Drug Stores.

Automatic Laundries Take Their Washing to Court

SOUTH BEND—Bendix Home Appliances, Inc., manufacturers of Bendix automatic home laundries, has filed court action against F. L. Jacobs Co. of Detroit, alleging that the latter firm has wilfully and wantonly infringed on the Wales et al. Reissue Patent No. 21,020 granted to Bendix. Treble damages are being asked.

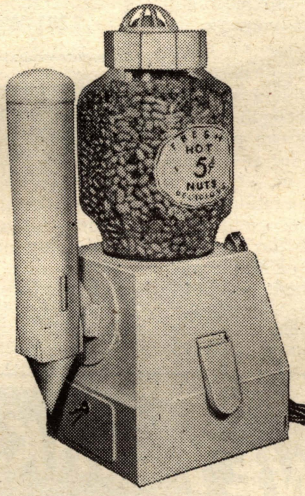
The Jacobs Co. manufacture and sell a washing machine under the trade name of "Launderall."

A.B.T. Has Radio Timer

CHICAGO—A two and one-half pound radio timer, 7 inches long, 3½ wide and 2¾ deep, has been perfected by A.B.T. Mfg. Corp. Designed compactly for easy installation, the timer can be adjusted to receive dimes for 30-minute play or quarters for two-hour play.

Equipped with A.B.T.'s slug rejector, the combination unit is now in production.

Flash-A-Light



IT'S HERE — THE NEW SENSATIONAL 5c *Flash-A-Light* HOT NUT VENDOR

FLASH-A-LIGHT— the automatic machine that operators and merchants are clamoring for.

FLASH-A-LIGHT— the machine that dispenses all types of nuts such as: Cashews, Pistachios, Almonds, Filberts, Mixed Nuts, Virginia Peanuts, Indian Nuts. The supply of these nuts is guaranteed.

FLASH-A-LIGHT— the machine that is equipped with a National Slug Rejector which is a vital feature that prevents jamming of machine by foreign materials, and guarantees continuous operation of machine.

FLASH-A-LIGHT— the machine that is equipped with a glass bowl that dispenses 6 to 8 lbs. of various nuts—a pleasure for the operator or the merchant.

FLASH-A-LIGHT— the machine that is equipped with a removable baffle which can be cleaned in order to prevent rancidity and to adjust to the proper amount of nuts to be dispensed. Actual time to adjust baffle, clean, fill, and service machine on location is five minutes.

FLASH-A-LIGHT— the attractive gleaming white enamel sanitary hot nut machine which will add a decorative touch to any location. All machines are equipped with Sanitary Cup Dispensers and rubber suction cups on base of machine.

FLASH-A-LIGHT— the machine that is equipped with a guaranteed heating unit and an electric extension cord for AC-DC current.

FLASH-A-LIGHT— the machine that is equipped with a large money compartment and is protected by a National lock.

FLASH-A-LIGHT— the machine that is equipped with a colored bulb on top that flashes on and off to attract continuous attention—IT MUST BE SEEN!

AND REMEMBER THIS! — for real money making profit and tremendous earnings, it's FLASH-A-LIGHT, *the ideal operator's machine.*

Territories are now available for financially wide-awake experienced salesmen or distributors. Only those who can maintain a monthly quota basis will be given an exclusive distributorship in these territories.

DON'T WAIT! ACT NOW!

Wire, Write or Phone

AUTOMATIC MACHINE CO. OF NEW YORK

33 West 60 Street, New York 23, New York

Columbus 5-6464-5-6

from experience that they cannot afford to pay locations higher commissions.

The fact remains, however, that the months ahead will see more and more jobbers entering the operating field. The reason is based on the simple fact that the jobber, by also operating, assures himself of both the wholesale and retail profits realized from the sale of cigarettes. Customarily the jobber sells cigarettes to the vendor operator, according to the volume, at a discount off list price of 10 per cent, 10-1 per cent, or in extreme cases 10-1½ per cent. The jobber's profit in these cases is 2 per cent, 1 per cent, or ½ per cent. The discounts allowed the operator become the jobber's profit when he himself is retailing these cigarettes through automatic vendors. It is proper to point out, however, that this profit is considerably reduced by overhead and other operating expenses incident to both the jobbing business and the vending machine operation business.

As one jobber-operator puts it, jobbing and operating do not dovetail. Each has the usual expenses necessary to any business. Throughout the country tobacco jobbers have large vending machine companies, worked in conjunction with their wholesale business, but conducted separately and apart with a complete office, warehouse and manager, and a name that conveys the meaning of the business.

The relatively small investment necessary to go into the cigarette vending machine business is a further inducement to the tobacco jobber. He probably can purchase a small route of 25 machines for an average price of $125 per location, or a total of $3,125, and build up his operations from there. As an established tobacco jobber, he already has the backing of the cigarette manufacturer and assurance of ample merchandise. He also has the benefit, which the operator does not have, of advertising display materials—such as placards, counter stands, and signs—which can be posted near his machines to encourage the sale of cigarettes.

Once established as an operator, the tobacco jobber has an excellent opportunity to develop new locations among the merchants, cafe and restaurant owners, and cocktail lounges he has been supplying. Many of these probably have been selling cigarettes over the counter or bar. "A cigarette vending machine," the jobber can tell the owner, "is as essential as a cash register."

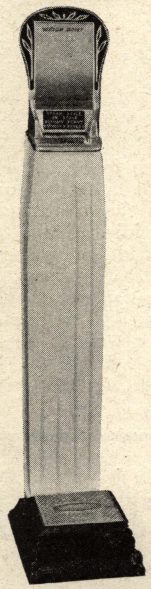
The jobber can go on to tell the owner that he loses a number of packs every week through his waitresses and bartenders, who often feel that since they are entitled to food and drinks they are also entitled to a pack of cigarettes now and then. Also, bartenders occasionally will hand a customer a package of cigarettes and forget to collect. But with a machine, every pack is accounted for. It is a simple matter for the jobber to point out that while his profit on each pack will be less through a vending machine, his overall profit will at least equal the profit made by personal sales after allowance is made for losses through his help. With this kind of approach the jobber in many cases will be permitted to install his machines at locations which he has been selling at wholesale prices, with the result that the retail profit formerly enjoyed by the location now recurs to the jobber.

Every person who merchandises cigarettes is looking for ways to increase sales, and it's no wonder that tobacco jobbers and cigarette machine operators should be taking over some of each other's functions. While the advantage seems to lie predominantly with the jobber, the operator has no cause for despair. It is generally conceded that the cigarette vending machine business (which thrived so well during the war years, in spite of shortages of merchandise and machines) is destined to reach unprecedented heights in the months and years ahead.

Operators who have the enthusiasm and determination to build a bigger business can look forward to expanding their operations to such a volume that entering the tobacco jobbing business will be possible without excessive capital investment. The advantages of a combination business of tobacco jobbing and cigarette vendor operating are undoubtedly greater than either one of these occupations alone. Both are distinct business activities which supplement each other. The smaller operator who

(See TOBACCO JOBBER, Page 74)

DEPENDABLE LONGTIME INVESTMENT

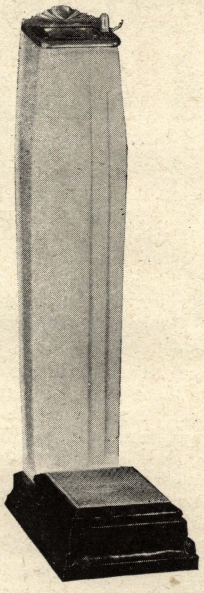


Millions In Profits Made Every Year From

PENNY WEIGHING MACHINES

These modern, accurate Weighing Scales will make extra profit for you in any location! Baked enamel finish, foolproof mechanism. Authentic height and weight chart on each scale.

MIR-O-SCALE (left) 62" high, 20½" deep and 11¾" wide. Net weight, 121 lbs. Each.....$124.50
ARIST-O-SCALE (right) 48" high, 20½" deep and 11¾" wide. Net weight, 112 lbs. Each.....$114.50



BADGER SALES CO., Inc.

2251 West Pico Blvd. DRexel 4326 Los Angeles 6, Calif.

MONEY MAKER!

STAR CARD VENDOR

Offers Operators

- ★ Quick Penny Profit
- ★ Compact Machine—Natural Oak Finish
- ★ A B T Coin Slots
- ★ Separate Locked Cash Box
- ★ Legal—No Federal Tax

POPULAR PROFIT MAKER

Price $29.50 F.O.B. Brooklyn

⅓ Deposit With Order

FREE—1,000 Cards With Each Machine.

DISTRIBUTOR TERRITORY AVAILABLE

BARNEY KAHN

METROPOLITAN COIN MACHINES, INC.

203 SANDS STREET MAIN 5-4369 BROOKLYN 1, N. Y.

CIGARETTE VENDING

Big Cig Sales Increase Predicted by Researchers

WASHINGTON—By 1955 cigarette consumption will increase 20 per cent over 1945 totals, according to advertising agency research experts Sidney Spielvogel and Albert R. Miller, Jr. But there are three big "ifs" attached to the prognostication: if manufacturers capitalize on greater markets and intensify their advertising efforts; if the yearly national income rises to 170 billions; and if cigarette prices do not increase materially.

Sales for 1945 amounted to 270 billion units; 1955's peak has been forecast at 335 billion.

The experts' formula estimates that each increase of one billion dollars in annual national income results in the sale of 1,130,000,000 more units providing prices do not fluctuate and ad campaigns do not lag.

Annual sales climbed 292 per cent from 1920 to 1929, the researchers revealed. Recovery of the market after the depression was brought about by expanding national income and growing markets. Per pack sales price was reduced to 11.9 cents in 1933 which also stimulated consumption.

Lucky Sales May Set Record

NEW YORK—With sales of *Lucky Strike, Pall Mall,* and *Herbert Tareyton* for the first nine months of 1946 having surpassed the 12-month total of 1945, predictions are being voiced in the trade that an all-time record in *Lucky* merchandising may be established.

Sales for the nine-month period were $562,401,941 against $557,557,505 for the entire year of 1945.

American Tobacco Co. is credited with supplying 35 per cent of the domestic cigarette market.

Tobacco Tax Collections Up

WASHINGTON—Cigarette and tobacco tax collections rose 73.8 per cent during the first half of 1946 as compared to the same period a year ago.

Returns from 31 states were $112,600,000 against $64,800,000 for the January-June period in '45.

Increase is traceable to higher tax levies, return of servicemen (whose purchases in the armed forces were tax-free), and a more plentiful domestic supply.

Parker Corp. Debuts

KNOXVILLE—Dave A. Parker, cigarette vender, has formed a corporation, capitalized for $10,000, with the following officers: Parker, president and treasurer; D. C. Letts, former executive of the Canteen Co. of Chicago, vice-president; Harley Fowler, local attorney, secretary.

Parker Cigarette Service Co., Inc. will operate Rowe machines exclusively and plans to expand to 5,000 locations within a year.

From Prohibition to Prosperity . . . Two Decades of Cig Vending

The first authentic story on the origin and development of the cigarette vendor.

It was during the turbulent, tempestuous days of Prohibition that the cigarette vendor was born. If it hadn't been for circumstances brought on by bath-tub ginning, bootlegging, and police raids, the modern vendor, as we know it today, might still be in the embryonic stages.

"Help thy neighbor as you would thyself," says the Bible, and by adhering to this simple precept in a spirit of altruistic friendship, H. W. Skelton became the man who forged the first link in a national industry.

Skelton owned a hotel in Los Angeles. In his spare time he dropped around to lend a helping hand to his friend Bill Rowe who clerked in the liquor violations branch of the police court. It seems that there was no provision in the city charter empowering the courts to hire extra help; yet there was a ruling that all monies collected in the courts had to be turned in to the treasurer's office by 10 a. m. the following morning. So Skelton served as Good Samaritan without salary.

One day officers raided an establishment in San Pedro, and during the process, confiscated a gambling machine which they brought to court as evidence. During a lull in proceedings, Skelton carried the device into Judge Crawford's chambers, and purely out of curiosity, took the machine apart to see what made it click. While re-assembling the mechanism, the court recessed. Members of the judiciary stood around, watching in fascination.

"You know," Skelton ruminated, "if we could only make a machine to vend something legitimate, we would have something."

Police Court Judge Cal Sheldon (now a Superior Court judge) suggested cigarettes.

The next morning Skelton called on Glaser Bros., a wholesale tobacco firm, and inquired about the cost of merchandise. A short time later he got in touch with Ed Pearson, manager of American Tobacco's Western interests.

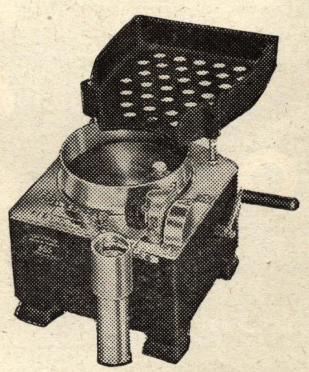
Pearson said, "It's a good idea," and offered to establish the new-comer's credit and give him a break on costs if he went ahead with the project.

Skelton lost no time commencing work. He lived in an apartment house with Rowe. Across the street was a garage. Skelton received permission to use both the garage and the tools in it. Four months later he completed a model.

"Bill came home from court one day,"

AVAILABLE NOW FOR DELIVERY

The Sensational New **ACE COIN COUNTER**



Counts - Packages - Wraps
1c - 5c - 10c - 25c coins

Combines all the features of the big machines plus added advantage of small, compact size.

Weighs only 7 pounds
Counts 1200 coins a minute

Complete with carrying case and money tubes **$139.50**

Sold only in our allotted territory
Exclusive Ace Distributors Southern California
Southern Nevada and Arizona

All Phones: Drexel 4326

BADGER SALES CO., INC.

2251 W. Pico Blvd.,
Los Angeles 6, Calif.

Skelton reminisced with a chuckle, "and we tried out the machine. To our amazement it worked."

The first vendor was a five-column affair (with an added compartment for book matches). The draw plunger was of steel, while the cabinet was sheathed in aluminum. Its size was slightly smaller than present-day machines. *Camel*, *Chesterfield*, and *Old Gold* each occupied a single column, with *Luckies* (Ed Pearson's product) occupying two.

"The most surprising thing about this brainchild," Skelton said, "was the revenue derived from the sale of matches. Originally we had intended them as a convenience to our customers, but we discovered that match sales defrayed 1/20th of the cost of operating a route."

Skelton and Rowe set up shop in the basement of their apartment, christened their endeavor the Rowe Vending Machine Co., and started production. After completing the first ten, they hired a father-son combination to build 100 more.

"On those first 110 machines, I solicited every location, placed every machine, and serviced them for 14 months," Skelton related.

At the end of the first six months, a young man called to ask for a job. His name was Robert Z. Greene—the same chap who, less than 20 years later, became president of Rowe Mfg. Co. and several months ago purchased the Whippany plant for $360,000 cash.

"Bob asked for a job as road salesman, but I told him we were in no financial position to pay a salary," Skelton said.

"Then how about working on a regular salesman's commission?" Greene asked. Skelton accepted.

"Bob wanted to go East, but I suggested he start with California. He covered Bakersfield, Fresno, Sacramento, and Stockton and sold 200 machines (50 in each town) to operators. Then he traveled to New York, and at the end of one year, we owed him so much in commissions that we took him in as partner. That, incidentally, was the finest thing we've done since being in business.

"Salesmen are born, not made, and Bob was a born salesman. When I made the rounds in his territory, operators would ask, 'When's Bob Greene coming?'

"Bob did all the selling and setting up of territories in the East, Midwest and South; I took care of the Coast," Skelton recalled. "It was two or three years—or was it four?—before a competitor entered the picture: Stewart & McGuire. DuGrenier came next."

After the first 110 machines had been sold, Rowe resigned as police court clerk and Skelton sold his hotel. They rented a loft on Grand Ave. in Los Angeles and equipped it for manufacturing. In three years growing pains forced them to build a new structure on Flower St. Subsequently, the firm name was changed to Rowe Service Co.

In 1935, when the factory was moved to Belleville, N. J., they were certain the sales and service divisions would have ample space for any future expansion.

But four and a half years after invading the Flower St. site, the pains were back. This time they rented a structure on Hill St. "This is our permanent home," they told the trade.

In 1941 the business had mushroomed to a point where there wasn't sufficient room for an echo, so they erected another building on Hill St., 105 by 150 feet and vowed that this would be their "permanent *permanent* home."

Bill Rowe was president of Rowe Mfg. Co.; Greene, top man of Cigarette Service Co. of New York; and Skelton, chief of Rowe Service Co. (covering the 13 Western states). When Rowe died in July of 1945, Greene ascended to the presidency of Rowe Mfg. Co.

Cigarette venders who bemoan the problems and peccadillos of today's operating conditions should sit across the desk from Skelton and listen to a few stories about the "good" old days.

The white-haired pioneer of cigarette vending is 72 years old, but his blue eyes are bright and clear. He enjoys smoking, drawing from a pack of *Luckies* with frequency. His warm affection for the industry can be likened to the paternal pride of a man who watches the frail child he fathered develop into a healthy, robust specimen of manhood.

"In the early days," Skelton reminisced, sending a cloud of blue vapor ceilingward, "some city governments placed cigarette vendors in the same category as gambling devices, and many court contests were necessary to halt unfavorable ordinances. I found it was my duty to look after adverse legislation because I realized that the welfare of the business was at stake and an educational program was necessary. When the city fathers passed an ordinance prohibiting the vending of cigarettes through vending devices, a battle royal ensued before the ordinance was repealed.

"We had trouble educating the public, too. For one thing, the slug toll was terrific until an inventor named Gilchrest perfected a rejector which worked. That didn't stop the customers, who tried pins and other gadgets. Loss of machines on location during the first three years was another sore spot. An operator would set up a vendor one week and when he returned to service it the next, it was nowhere to be found. But when the public finally realized the vendor was there for their convenience, theft and vandalism dropped off."

Rowe Service turns over their stock 3½ times every ten days and keeps a week's supply on hand at all times. "Fresh merchandise is necessary for maintaining customer repeat trade," Skelton said. "Cigarettes which are retained longer than three months are stale merchandise. Any machine which doesn't sell at least 50 packs per week should be moved to another location."

Competition among operators? "Years ago a new operator took the avenue of least resistance in procuring a location: he offered a higher percentage or a new machine—or both. But he discovered long ago that such tactics are highly unprofitable. My advice to new and old operators alike is: stick to ethical lines."

A question that had corrugated our think muscles for months, but which hadn't found an authoritative source to impinge upon, unwrinkled at last.

"Why," we whyed, "have major cigarette manufacturers—with the exception of Lorillard and Liggett & Myers—failed to spend one cent of their advertising millions on vendor tie-ups?"

Skelton gazed out the window. "That's something I cannot understand, either, especially when one-tenth of all the cigarettes produced in the United States are sold through vendors. There are ten million *Camels* and ten million *Luckies* and almost as many *Chesterfields* being manufactured every hour of the day. That means one million of each of these brands

(See SKELTON, Page 74)

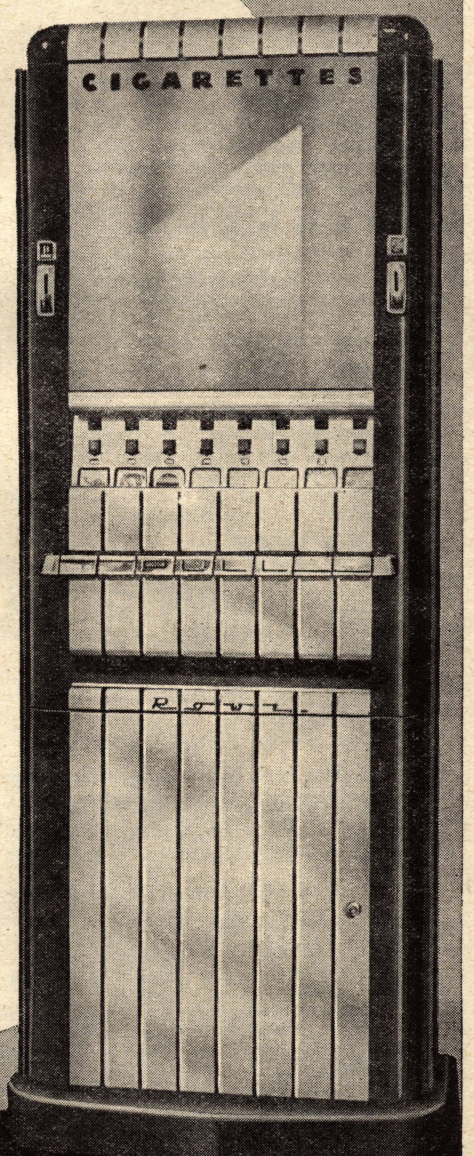
All Rowe Cigarette Machines Can Be ADAPTED for 25¢ VENDING

Advancing prices and taxes may make it unprofitable, in some territories, to sell cigarettes at 20¢. But there's no need to worry—not if you are a ROWE operator.

All Rowe machines—Aristocrats, Imperials, Royals, Presidents and now the Crusaders—can be easily adapted to 25¢ vending.

ROWE builds machines with *foresight.* ROWE is concerned with mechanical *and* merchandising problems. And ROWE's newest models never outmode earlier ones. For ROWE machines are built *by operators for operators.*

Buy ROWE. And write for information about adapting your machines.



The new ROWE CRUSADER comes in maroon, gray, blue or white and ROWE-KROME, a beautiful metallic finish that carries out a two-tone effect.

ROWE MANUFACTURING CO., INC., WHIPPANY, N. J.
SALES OFFICE: 31 EAST 17th ST., NEW YORK 3, N. Y.
World's Leading Manufacturer of Automatic Merchandising Equipment
Member, National Automatic Merchandising Association

SKELTON

(Continued from Page 72)

is sold through vendors every hour. Frankly, I am at a loss to understand the manufacturer's attitude."

Skelton was instrumental in introducing *Philip Morris* to vending machines. Fifteen years ago none of them carried the brand because it cost slightly more. Ray Jones, a salesman for P.M. who later became vice-president, imposed upon Skelton to put them in his machines. When Skelton visited Jones in New York two months ago, he asked him about directing advertising promotions toward vending machines.

"We'll get around to that," Jones replied.

The aggressive, far-sighted vending trail blazers haven't waited for public fancy to "get around to them." Proudly they point to their record: from the work bench of a garage to an imposing position in the Automatic Merchandising Industry in 20 years. Verily, the history of cigarette vending has been one of growth and prosperity.

TOBACCO JOBBER

(Continued from Page 70)

intends to remain entirely in the operating field will have sufficient room in this expanding industry for many new locations and can look forward to a profitable business without the trials and risks that inevitably accompany the attempt to run two businesses at once.

Smoke Gets in Your Car

WASHINGTON—Break the news gently to smokers who puff away impatiently while waiting for delivery of new cars: they can't have their paint and smoke it too.

Government specialists reveal that the same glycerine used in preparation of tobacco products is the same ingredient which goes into automobile finishes.

Leaf It To Me

The shortage of tobacco in foreign countries, which has brought about fabulous barter transactions, is a far cry from the early days of its introduction when it was subjected to harsh criticism. History reveals that James I of England wrote a sharp denunciation of its use. Pope Urban VIII issued an edict, excommunicating snuff-chewers from church. In Turkey and Switzerland, smoking was considered as breaking the "eleventh" commandment: "thou shall not smoke."

But despite restrictions, widespread usage prevailed. Writers and famous personalities took up the cudgels in its favor, helping to overcome outmoded prejudice.

Charles Lamb said: "For thy sake, tobacco, I would do anything but die." In the seventeenth century, Robert Burton penned: "Tobacco, divine, rare, super-excellent tobacco, which goes far beyond all the panaceas, potable gold and philosopher's stones, a sovereign remedy to all diseases." And from Charles Kingsley is this succinct description: "A lone man's companion, a bachelor's friend."

In 1585 Sir Francis Drake called it "a real one man's food, a sad man's cordial, a wakeful man's sleep and a chilly man's fire . . . there's no herb like it under the canopy of heaven."

The poets even had a word for it. G. L. Hemmingger is credited with these lines:

"Tobacco is a dirty weed. I like it. It satisfies no normal need. I like it. It makes you thin, it makes you lean. It takes the hair right off your bean. It's the worst darn stuff I've ever seen. I like it."

* * *

Who says the sky's the limit? Cigarette tax receipts have already hit the purplish blue beyond—but they still continue to rise. Wisconsin's smoke-happy populace contributed more during July and August than for the same two months in '45. Mississippi stepped up its September total $579,629.58 over the same month last year. Arkansas set new records on two counts: September totals and the aggregate figures for the first nine months of the year. Florida jumped 14 per cent over September 1945. St. Louisians kicked through with $152,105.13 more for the five-month period ending September 9 than for a corresponding period last year. Tax totals for 31 states during the month of August amounted to $16,909,000, a 24.5 per cent increase over August of 1945.

What's this? No, it must be a typesetting error. We refuse to believe it. What was that? Well, that explains it. . . . Washington state in-take for August decreased $30,786.66 as compared to July—but there was good reason for the drop: jobbers and retailers, anticipating a price rise, stocked to the hilt in July.

The trucking strike didn't stop the loading of the Grace Liner "Santa Teresa," bound for Panama. Thirteen and a half million cigarettes, weighing 20 tons, were flown from Richmond, Va. to New York in time to catch the sailing deadline. Air freight charges for the $40,000 worth of smokes was $1,500. Add airings: The "Camel Caravan" literally became just that when two planeloads of cigarettes were flown to Venezuela to relieve a cigarette shortage. Until the supply crisis eases, tentative schedules call for one trip a week. The first shipment weighed three tons.

No, deer—and we mean "deer." You see, Bambi, a one and a half year old pet living at Eckerts Resort near Fresno, Calif., loves tobacco and begs for cigarettes. In the interests of insuring continuation of a nicotineless species of wild (or tame) animal life, we repeat our advice to cigarette-munching Bambi: no, deer.

Holland's citizenry smokes more cigars than cigarettes. The domestic figure before the war was 28,644,000 pounds of cigar leaf against 12,982,200 pounds of cigarette tobacco. Since the war, production of stogies has been restored to almost 40 per cent of peace-time output.

"Who was the first woman to smoke in public?" asks the *New York Times*, and then researchers gave the archives a deep dig and came up with this: She was the British actress, Mrs. Pat Campbell, and the momentous, precedent-smashing incident took place in 1903 in a reception room of New York's Park Avenue Hotel.

Fag Ends—A new source of fertilizer has been discovered by the University of Kentucky Experiment Station: tobacco stalks. . . . Tipping in European countries, whether by greenback, cigarettes, or other items, has been outlawed by order of the Army, but ban or no ban, troops have found the latter the most effective reward for service since the North African landing, and it is doubtful whether the new promulgation will make much of an impression on the boys. . . . Anyone caught smoking in bed in Milwaukee's hotels and rooming houses is subject to a $10 to $50 fine or fifteen days in the cooler, according to a city ordinance recently passed. . . . Decades ago, $2,800,000 was considered a nice annual gross for a major cigarette manufacturer. But in 1945 that was the total of American Tobacco's advertising budget, which has since been increased.

Now
THE GUM MACHINE THAT HAS EVERYTHING
Model "G.V."

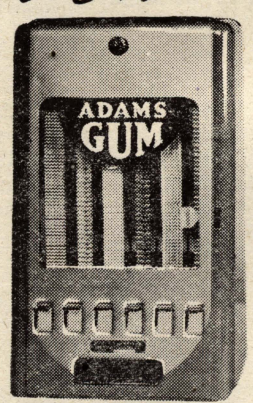
After months of thorough location testing the largest and oldest operators across the country are unanimous in their enthusiastic praise of the Model "GV" as the gum machine that has everything!

Manufactured by DuGrenier for truly perfect operation, Model "GV" provides you with these important profit-making features:

1. Push-down plungers assure free action to eliminate vandalism.
2. Fewer moving parts minimize operating troubles—lower maintenance costs.
3. Full visibility of all columns increase sell-appeal.
4. Improved, compact coin mechanism.
5. Positive locking column weights.
6. Completely secure door and door lock.
7. Perfect balance. Can't slip. Can't move.

The new Model "GV"—a long stride ahead in gum machine design and performance—is now in production. Substantial deliveries are now being made to our established customers, with limited deliveries available to new customers.

For full details on the Model "GV"—write TODAY!



Model "GV" gum machine available in combination red and blue baked enamel, chrome-fitted. Size: 17½" high; 10½" wide; 5" deep. Price $24.00 F.O.B. Haverhill, Mass.

THE GUM VENDING CORPORATION
41 EAST 42ND ST., NEW YORK, N. Y.

Three NAMA Regional Council Meetings Set for January

CHICAGO—NAMA Regions II, VIII, and IX will meet in January in their respective areas. While program details have not yet been announced, forums for operators—a popular feature of all past gatherings—will be continued.

The Region II conclave, covering merchandisers in New York State, is set for January 14 at the Sheraton Hotel, Rochester.

Region VIII, encompassing Colorado, Iowa, Kansas, Missouri and Nebraska, is scheduled for session in Kansas City, Mo., January 10. The morning meeting will take place at the Muehlebach Hotel's Music Room, with luncheon and afternoon confabs at the Phillips Hotel.

NAMA members in Arkansas, Louisiana, Texas, and Oklahoma, comprising Region IX, will gather at San Antonio's Oak Hills Country Club for a two-day get-together, January 13-14.

Johnson Opens New Plant

CHICAGO—A huge new candy plant of glass-brick and stone construction containing the latest in air conditioning, humidifying devices, safety items, sanitary processing and manufacturing equipment has been opened by the Walter H. Johnson Candy Co.

An endless production line has been set up on one floor.

Sugar-Using Groups Strive For Alleviation Of Critical Shortage

WASHINGTON—As the result of increasing resentment of commercial and industrial sugar users at the continued domestic shortage, and apprehension that 1947 foreign exports and ineffective distribution may act as a brake on this country's production, thus preventing sales and employment from reaching normal peacetime levels, representatives of all major sugar-using concerns have met in the fourth of a series of gatherings to bring the situation to the attention of government officials.

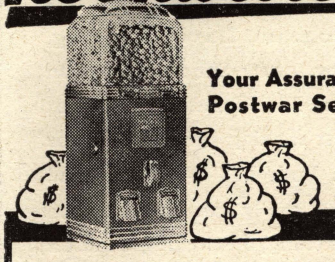
Spokesman for the wholesale candy industry, C. M. McMillan, executive secretary of the National Candy Wholesalers Association, Inc., said: "The serious sugar situation which has confronted all consumers, as well as commercial users during 1946 is a direct result of the shipment of almost one million tons of sugar from our sources of supply, under the allocations recommended by the Combined Food Board, to European countries, and exclusive of British and Canadian participation in the Cuban supply.

"All Americans traditionally are willing and eager to help the unfortunate, but the time has come to restrict our aid, so far as sugar is concerned, to genuine relief needs. We have reached the point where some attention must be given to the restoration of our own peace-time levels in the production of those many kinds of sugar-containing foods to which our people are accustomed. With good prospects for larger sugar production during the next year, both here and in off-shore supply areas, it should be possible to increase 1947 sugar rations to a point approximating our pre-war level, but only if there is a substantial reduction in the diversion of our supplies to other countries."

Another group, the Republic Food Study Committee, charged that the current shortage can be laid at the door of the government who planned it that way.

Representative Thomas A. Jenkins of Ohio, chairman of the committee, pointed out that despite record production in 1946, American consumers have received 500,000 tons less than during the same period in 1945, while exports of refined sugar from the United States were twice as large as 1945. In 1946, Jenkins declared, the entire Cuban crop was purchased by the United States; yet this country is receiving little

FOR BULK VENDORS
PAN'S "HARD SHELL" CANDIES
HAVE WHAT IT TAKES
Finest Quality — Snappy Appearance
Easy Vending — Correct Price
Present production limited to current raw material supplies but we hope conditions will permit us to serve you soon.
PAN CONFECTIONS
NATIONAL CANDY CO.
311-329 W. Superior St. Chicago 10, Illinois

Northwestern
Your Assurance Of Postwar Security

Time and time again Northwestern bulk venders have proved their worth as steady, dependable money-makers under any and all conditions. That's why so many operators, and others interested in a permanent income, are looking forward to the time when these machines will again be available. To make sure of your postwar success, plan now to invest in Northwesterns---venders built for operating. In the meantime, keep in touch with activities through our free monthly paper The Northwesterner.
THE NORTHWESTERN CORPORATION
3 EAST ARMSTRONG STREET, MORRIS, ILLINOIS

more than 50 per cent of it. The rest has been allocated to foreign countries.

"The experts will soon sit down to parcel out our sugar production for 1947," said Jenkins. "It is my belief that the American people will not tolerate another year of super-generosity on their part if the result is to be another year of planned scarcity in this country."

The Department of Agriculture denies that the shortage was "planned" and attributes the scarcity to realistic factors.

The department claims that before the war the United States was receiving a million pounds annually from the Philippines; now it is forced to ship supplies to the islands. They also state that domestic sugar-producing sections have not increased their yields, and that most of the 500,000 tons of shortage mentioned by Jenkins was primarily caused by the maritime strike. The department also cited figures to prove that the 1946 crop in Cuba, Puerto Rico, Hawaii, and areas in the United States did not equal previous years' crops.

Meanwhile, John R. Steelman, Director of War Mobilization and Reconversion, has announced a new price program for the 1947 domestic beet sugar crop and has requested revision of the 1946 price program for Hawaii, Puerto Rico and the Virgin Islands to conform with the Cuban program, thus offsetting increased wages and production costs and insuring greater supply.

The Department of Agriculture expects larger beet sugar crops for 1947 in the United States. The goal is 115 per cent of the acreage planted in 1946, which would mean 1,069,000 acres compared to 930,000 planted this year.

Reports from Hawaii, where the strike of 20,000 plantation workers is nearing the three-month mark, is that the sugar industry representatives and union officials are close to an agreement. The strike has cut off 14 per cent of America's supply.

After preparing an exhaustive analysis on the sugar situation, and conferring with government officials and all branches of the industry, the Food Industry Council made two recommendations: No immediate decontrol should be effected, as this would prove disastrous under present conditions. Decontrol should be gradual so as to avoid the chaotic situation following such a course taken after War I, the council recommends. Second, that no commitments should be made to foreign countries at this time regarding 1947 allocations. If, during the interim period, it is necessary to make emergency allotments, this should cover minimum quantities only.

National Brand Bars Still Tops in Consumer Popularity

PHILADELPHIA—Even with the shortage of name brands on the current market, Philadelphia's citizenry still prefer them. In a survey conducted by the *Evening Bulletin*, 79.6 per cent of the women and children and 73.6 per cent of the men queried said they bought candy bars.

Hershey was voted Number One in the solid chocolate field by all questionees, seconded by *Nestles*.

In the chocolate candy bracket, *Milky Way* finished ahead of *Oh Henry!* While both groups of consumers agreed on the top two selections, some variation on subsequent favorites was discerned. After *Milky Way* and *Oh Henry!*, the men voted for *Clark, Mounds, Mars, Baby Ruth, Fifth Avenue, Goldenberg Peanut Chew, Dr. I.Q.* and *So Big* in the order named; women and children picked *Mars* as Number Three, trailed by *Goldenberg Peanut Chew, Clark, Fifth Avenue, Mounds, Baby Ruth,* and *Dr. I.Q.*

Bar Poundage Down; Dollar Sales Up

WASHINGTON—Smaller size nickel bars and emergence of the dime product as a powerful factor in candy merchandising is apparent in the Director of Census' report for the first nine months of 1946, as compared to a similar period in 1945.

During the first three-quarters of '46 bar goods totalled 472,566 pounds against 489,556 for '45, but sales for '46 exceeded that of the previous period by $3,809, or three per cent.

Six-Cent Bar Sets Off Strike

LOWVILLE, N. Y.—Candy vending men who have been contemplating changing to dime chutes in this town were given some food for cogitation recently when five-cent items, now retailing at six, became the bar of contention at a buyers' strike instigated by local children. Fifty of them signed a letter, terming the new price "an outrage" and pledged that "we will not buy a single candy bar at any store that charges six cents."

Bubble Gum Bubbles Vending Profits

PHILADELPHIA—The quickest way to empty a bulk vendor or gum machine is to stock it with bubble gum. While scarcity has brought black marketers into the field en masse, vending men fortunate enough to acquire a supply have found a coin-happy, chew-hungry public waiting at the machines.

The Pulver Co. of Rochester, New York, recently turned out an experimental batch to see if the market was still a lush one. 5,500 one-cent packages were shipped to the Rock Candy Store and within three days the complete stock was sold. Youngsters who bought the gum for one cent stood outside the store, reselling at five cents a piece.

The history of bubble gum goes back to 1929 when the Frank H. Fleer Co. of Philadelphia manufactured a try-out lot. Public acceptance was so great that by 1942 twenty other brands had entered the field and 95 per cent of Fleer's total chewing output was in the form of bubble gum. Annual pre-war sales were approximately $4,500,000.

Patzer Predicts Huge Vending Marts

CHICAGO—In an interview over Station WBBM, W. A. Patzer, executive vice-president of A.B.T. Mfg. Corp., predicted the eventual establishment of huge vending marts throughout the country.

Questioned by announcer Ted Grizzard over the "Caught in the Act" program on December 23, Patzer discussed the slug rejector at length and also mentioned some of the machines he invented, including the automatic bridge game.

Patzer's glowing picture of the coin world of the future so intrigued WBBM's Special Events staff that they asked to tour the A.B.T. plant.

New Corp. Takes Over Green Garden Confections

LOS ANGELES—American Royal Candies, Inc., a new corporation, has taken over the operations, inventory and equipment of Green Garden Confections.

Officers are: Marvin Spitz, president and general manager; David E. Kaiser, vice-president in charge of sales and personnel; Saul H. Gold, secretary-treasurer.

In the past Green Garden turned out several different bar brands for venders. Whether this policy is to be continued under the new regime has not yet been determined. Accent will be placed on new innovations and new creations in candy and packaging.

If All These Candy Bars Were Laid End to End

AUBURN, Wash.—Like the dentist says—this is going to hurt. Candy venders who are developing laryngitis pleading for more stock from wholesalers will do a Sinatra-less swoon when they read that 1,573,038 candy bars, valued at $78,654.15, were burned by the Army because they were rancid, wormy, and moldy.

The supply had been returned from Pacific bases.

Blackstone Coin Packer Co. Expands into New Firm

MADISON, Wis.—In an expansion move, Blackstone Coin Packer Co. has enlarged its facilities and changed its name to 20th Century Mfg. Co. A. J. Fiore is president.

A new factory will be constructed, and when completed production will commence on a new counting machine which will stack, count, and wrap coins.

This lovely young lady is Shirley Eggleston whose voice you hear as Sally, the Bit-O-Honey girl, on Schutter Candy Company's ABC network program, David Harding, Counterspy, every Sunday afternoon at 5:30 p.m. EST. Counterspy is one of the highest ranking programs on the ABC net. Both BIT-O-HONEY and OLD NICK candy bars are advertised on this exciting, fascinating Schutter program, which is heard over the entire ABC network of 196 stations. Listen to David Harding, Counterspy, next Sunday afternoon and you will understand why every week sees new thousands asking for these great favorites: OLD NICK and BIT-O-HONEY candy bars.

Ever-Increasing Bar Costs Force Venders To Drastic Action

CHICAGO—The big squeeze is on . . . and the candy vender is right in the middle of it.

The price of 24-bar boxes to venders has been pushed from 68 cents all the way up to 76. With locations receiving 10 to 25 per cent commission, and with employee salaries, truck and equipment maintenance, depreciation, and insurance cutting deep swaths into the profit ledger, the vender is faced with virtual economic extinction unless drastic action is taken immediately.

To extricate himself from this dilemma, the following courses of procedure are open to him:

1. Change to ten cents on all bars.
2. Change to dime but vend only legitimate dime products (such as Peter Paul's *Almond Joy*, Mars' *Frisco*, etc.).
3. Change lever, spring or gauge (depending on model) so the machine will accept two nickels for legitimate ten-cent sellers, while the single nickel purchases standard five-cent merchandise.
4. Cut location commissions.
5. Operate the machine with a dime chute but sell the bars at six or seven cents, stuffing or taping the wrappers with change in pennies (a la cigarette operators).

Method One, universal ten-cent dispensing for all bars, will meet with opposition from two quarters: first, the public will resent the 100 per cent increase. Volume, as well as goodwill, is expected to suffer. Secondly, the major manufacturers will protest the move because it reflects unfavorably on the brand. Retail outlets are selling bars at six cents, yet the vendor will unchute it for a dime. Also, each machine so converted will require withdrawal of the nickel slug rejector and replacing it with a dime rejector; depending on the make of machine, additional parts for the mechanism will be needed.

A large West Coast vending operator has this to say: "Factories cannot turn out sufficient parts for their new machines; how can we expect to receive prompt deliveries on replacement parts? By the time we get them, the economic situation will have stabilized and the nickel bar will be back."

Replacement of the slug rejector and the mere tripping of a switch can convert an electric machine to dime play. However, most of the models now in operation (prewar) are not electric.

With regard to Course Two: By selling dime products only, the vender runs against the grain of years of consumer buying habits. The nickel has been so closely identified with a candy bar that the public will oft-times balk at paying a dime, and in many cases will patronize the retail outlet and pay six cents for standard five-cent merchandise rather than insert a dime—even though the machine's product is worth ten cents.

Number Three—two nickels for a ten-cent bar and one for the regular nickel seller—involves minor changes which, in most cases, can be made expediently. Several operators with large industrial locations have converted in this manner and report play is holding up. Other operators shake their heads and sound this note of warning: Customers never bother to read the signs on a machine. They see a nickel slot and insert a nickel. When the ten-cent bar doesn't come out, they shout "robbery" and in their excitement forget to push the coin return button. They shake the machine, jamming it. Result: no coin returned and no merchandise.

Many operators feel that adjusting location commissions, while retaining the buffalo denomination, is the best solution. Adopting a new scale is a matter requiring careful analysis. A veteran vender sums it up thusly: "By balancing labor costs plus commission, a workable figure can be arrived at for each particular location. This means that commissions would be set on a sliding scale. For example: A small location with small volume of sale whose service costs are high should receive a lower figure than an industrial spot with a heavy volume, which has available stock room facilities for surplus candy and does not require frequent calls by the route man.

Most locations today are receiving a minimum of 10 per cent and a maximum of 25. A vender with a small route suggests that commissions be cut to five per cent and that locations be asked to go along with the operator and help him stay in business until the situation normalizes.

The latter course, installing a dime chute and selling for six or seven cents (stuffing pennies in the wrappers), has been branded impracticable by every vending man THE REVIEW contacted. Because candy bars are perishable goods, opening wrappers and inserting pennies disturbs their freshness, and experience has proved that wrappers can never be folded back to their original form; they become mussed and sometimes are left partially open, which is unsanitary and creates public disfavor. Attaching pennies to the surface of the wrapper by means of scotch tape would not only entail a prohibitive labor cost, but the irregular shape of bars does not lend itself to adhesion.

A small minority of the country's venders have already changed to a dime. A large segment of candy men are contemplating the move but do not want to break the nickel ice and are waiting for "George to do it first."

One of the largest vending firms in the United States, with locations in key cities, is altering mechanisms of more than 50,000 units. They will be ready for all-dime business in March.

What's Cookie-ing, Coinster? New Assn. for Biscuiteers!

NEWARK—Because of increased costs of merchandise, as recently announced by one of the largest suppliers in the field, operators of five-cent cookie vending machines have formed an association known as the Cookie Vendors Association, to devise ways and means of continuing in business.

Chairman of the group is Samuel B. Krasney of Elkay Service Co., East Newark.

Next meeting will be on January 8 in New York City. Interested operators are requested to contact Giles T. Phillips, Phillips and Richardson, 56 McKinley Ave., Bridgeport, Conn. for further details.

Eastern Electric Vendor

NEWARK—Eastern Electric's *Electro* Cigarette Vendor was shown to a house full of suppliers at a reception on December 12 and evoked superlatives from those attending.

A number of operators who have already placed them on location state that response to this new electric machine has exceeded all previous expectations.

Gov't Responsible For Sugar Crisis—Mallon

WASHINGTON—Paul Mallon, Hearst writer, devoted a recent column to the question: "What's happened to sugar?"

He declared there is no production shortage, that the Cuban crop is a half million tons more than last year, and beet sugar is plentiful on the Pacific Coast.

"The Federal Government," writes the syndicated columnist, "has refused to allow sugar dealers to charge an increased price for the increased cost in handling, freight, cartage, etc., for shipping into the interior. The dealers claim they are operating on a small margin of profit and cannot afford to absorb this increased cost. So they store instead of shipping, and thus the interior of the nation has fallen far below its normal supplies, while at the points of shipping origin, the market is overflowing into storage."

Another reason for the shortage can be traced to "what might be called the Wallace foreign policy," says Mallon. "In a word, we have shipped tremendous amounts of sugar abroad. Out of a Cuban export crop of 3.8 million short tons in 1946, the Government has allocated nearly half or 1.7 millions to Britain, France, Belgium, Norway, Switzerland, Finland and through UNRRA. Britain is getting 781 million pounds (not tons, mind you), Netherlands 158 and UNRRA 148 as the largest foreign users."

Mallon reports that a confidential committee, comprised of industrial users, is trying to get allocations altered. "It is their claim that American business is suffering from these foreign allowances, which run much too high, and in any event we should take care of ourselves first, and after scrimping as much as we can in consumption here, ship only the excess abroad."

According to government experts, the crisis will ease in March or April of 1947 when the new Cuban crop arrives, but Mallon believes that unless current allocations are changed, the shortage will last longer.

Dr. Pepper to Operate On More Consumers

DALLAS—With beverage dispensing machines opening a vast new market for consumer sales, soft drink manufacturers are hopping up their advertising budgets to pave the way for greater volume.

The latest firm to announce expansion plans is Dr. Pepper Co., who has recently added bottlers in Honolulu, Michigan, Pennsylvania, Ohio, and New York. The parent concern and its 423 bottling outlets, using newspapers, magazines, radio, outdoor advertising, and movies, spent four million dollars the past year and will no doubt increase that figure in 1947.

As a part of its post-war program, the company is building a new home office and plant in Dallas costing $1,500,000.

Something New in Cocktails: "Matched" Drinks

NEW YORK—Match venders, please note: a new use has been found for matches which should stimulate sales. The match makers are urging bartenders to add zest to Martini and Manhattan cocktails by applying the "lemon match" treatment.

As everyone who has ever sniffed a cork knows, lemon peel is used in these two drinks. As the peel contains acid and oil, bartenders can burn out the acid by giving the peel a slight squeeze and applying the flame of a match to the top of the drink.

For smoother drinks, stock your bar spots with plenty of matches.

What's Going on in the UNITED STATES?

Baltimore

Interest of Baltimoreans in general was centered this past month on activities of the City Council, which is seeking new means of revenue to meet next year's record-smashing budget of $100,944,938, nearly $25,000,000 more than the 1946 amount. Readers of THE REVIEW may recall that Council President J. Markland Kelly announced that he would propose some form of tax on coin machines. When the Council reconvened following the elections, Kelly introduced the proposal as an administration measure, along with taxes on beer, cigarettes, sales of gas, electric and telephone service. No figures have yet been released on the amount of the tax on pin ball and vending machines; neither has there been any opposition to the measure at open sessions of the Council. Proposals subsequently introduced have recommended imposts of ten per cent on the price of admission to amusements, five per cent on rental of hotel rooms by transients, five per cent on race-track betting and a two per cent consumers' sales tax.

The Maryland Retail Tavern Owners Assn. has vigorously protested the proposal for a city tax of 21 1/3 cents on each gallon of beer. The state already collects 93 cents on each barrel, in addition to the federal charge of $8.

Frank J. Bender, Maryland regional director of the CIO, attacked the proposed beer and cigarette taxes, but declared that his organization is not opposed to taxes on pin ball, vending and music machines, amusement admissions and betting. The cigarette tax, if enacted, calls for a levy of one cent per ten cigarettes, with comparable rates on cigars, smoking tobacco, chewing tobacco and snuff.

Generally speaking, it appears that most of the small taxes will be enacted, which means that Baltimore's coinmen stand to lose money on the deal.

Tom Gaylin, proprietor of a popular Baltimore St. arcade, and Vince Mullen, one of his busy employees, are minus $15 and a good watch, respectively, as the result of an alleged piece of thieving. Melvin Krebs, a former employee, is being held by police on charges of petty larceny.

A boatman, fishing on the Monocacy River near Frederick, discovered three quarter slot machines in the water. Recovery of the machines followed rumors that a local clubroom had been robbed and the machines taken, with contents exceeding $400. No report of such robbery was filed with the police. The recovered machines contained only two quarters.

The trade journal *Post Exchange* recently conducted a survey among servicemen as to what improvements they consider necessary in their PXs and Ships Service Stores. Sgt. William Korbel, of the 661st Field Artillery in Stuttgart, Germany, recommended that more automatic vending machines, "not alone for gum, candy, peanuts, Coke and cigarettes, but for a wide variety of items, be installed in each PX. They would save time, keep the merchandise covered up and they would be serviced by the manufacturer."

Under rulings by Attorney General William Curran and Judge Michael J. Manley in Circuit Court Number 2, Maryland's music box tax of $10 for "each such machine or device" applies to "new types of sound vending devices known as *Phonettes*." The fact that *Phonettes* do not themselves produce the music, but reproduce music transmitted by wire from a central music player, does not keep them from being classed as a "mechanical music device played by the insertion of a coin" in the Maryland tax statute, it was held.

David L. R. Jeffreys

St. Louis

Business, which as usual took a dip over the Thanksgiving holidays, is back in full swing with many of the operators and distributors departing and arriving from business trips throughout the country.

Big news of the month was the announcement by Wurlitzer of the change-over to exclusive 10-cent and 25-cent chutes, eliminating the nickel play entirely. General opinion of business men throughout the town may be summed up by a statement of Al Ford of Ford Brothers Distributing Co. Al stated that as yet he has not changed over but everyone seems to be playing a waiting game to see what the other fellows are going to do. "If this keeps up we may never change," smiled Al.

One location in town has been on the 10- and 25-cent system for some months and results of this experiment have shown receipts to be the same as before. Thus the play must have dropped by at least 25 per cent taking in consideration the 10- and 25-cent play before elimination of the five-cent slot. The machine in this location is not being played as much, therefore cutting down on the overhead for repair and depreciation.

Operators of the Southern Illinois district have all breathed a sigh of relief over the end of the coal strike, which was affecting their take both directly and indirectly. Though miners from the Progressive Mine Workers were not out, many were watching and waiting. Operators reported drops from 10 per cent, which could be attributed to the season, to as much as 400 per cent. This was in a strike bound district. Effects of the strike will no doubt last over the Christmas holidays due to the salary loss.

Lou Morris is firmly entrenched in his new building and is now ready to get into the distributing game in a big way. Lou feels that his 25 years experience as an

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operator should stand him in good stead now that he has branched out into distributing.

Richard Wright of Reliable Novelty Co. is all smiles these days due to the addition of a new automobile, an Oldsmobile. Dick refuses to release the secret formula he used in this deal, but he does admit "it wasn't easy." Adding to his happiness is the partnership arrangement completed with Harry Dorn. Harry, until recently, was head of the shop at Star Novelty Co.

Tom Collins, Universal Distributing Co., is out of town at the present time lining up his Southern Illinois district. Tom, who has placed his *Vendo* coin changers in every type of location which has coin-operated machines, will no doubt arrive back in town with more previously unthought of locations to add to his growing list. Universal is now in the midst of a move to new quarters. Their present South Side location is just too far from the center of things. This move will bring them to the district which is occupied by more operators and distributors daily. J. S. Morris and his brother Lou both recently moved in and now Tom is making the move. Already in this three square block area are Ideal, Olive, McCall and Murphy to mention just a few. Out-of-town buyers are not going to have much trouble shopping if the present influx keeps up.

Del Veatch, VP Distributing Co., is off on another trip to New York City. Business, as usual, is the purpose. Seems every month or so sees Del off to the bright lights of the big city.

Two newcomers in the operating field are Bill Black of Serra Gordo, and Karl Kretzer, Columbia. Both were in town in search of new equipment for their routes.

Opening of a Veteran's Surplus Department Store in South St. Louis has boomed business for operators in this district. Crowds have overflowed this acre of selling area for the past two weeks, resulting in heavy play in locations of the district. After bucking those crowds, the buyers need a little rest and relaxation.

Those long waited for pin ball games finally made their appearance. Leading the shipments was *Sea Breeze* from United.

Olive Novelty will proudly present their new Packard phonograph to the public December 28 and 29, at the Claridge Hotel. Ben Axelrod states that it will be a good old pre-war showing with eats and drinks for all.

Robert Latimer

Fort Worth

For the first time in several years gross of local machines has dropped. This is attributable to two factors: a terrific Christmas buying spree—which hit an all-time high—and did not allow the public either the time or money to patronize amusement centers; and a more money-conscious attitude by the customers.

Coinmen are not alone in feeling the effects of this temporary recession. Patronage of all amusements has decreased, with night club and tavern trade sloughing off 50 per cent.

H & H Sales Co. has started converting all its Wurlitzer phonographs to dime, three-for-a-quarter play. Service kits and parts have already been received and the firm expects to have all machines converted to dime play very shortly. I. D. Hightower says that with few exceptions location owners have offered their full cooperation.

Some of Fort Worth's operators will not make the change. One of them is Panther Distributing Co. The firm used large newspaper ads to announce continuation of its nickel policy.

I. D. Hightower was the middle man in a recent game of put and take. It seems that a local garage pulled his car off the street for some repair work without notifying the owner. Thinking his car stolen, I. D. reported the "theft" to the police department who broadcast the message. Hearing the broadcast, the garage owner notified Hightower of what had happened. Car and owner were happily reunited—but the new set of shock absorbers, which the garage had planned to install, is still lying on the garage work bench.

B. H. Williams of Commercial Music Co., Dallas, was in Fort Worth recently, visiting local operators and discussing conversion of phonographs to dime play.

Southwest Amusement Co., distributors of *Columbia* bells for the State of Texas, reports shipments are coming through in good quantity.

Frank W. Wood

Cincinnati

In spite of shortages and strife and uncertainty as to the trend toward the dime as a unit of coin machine investment, the Industry locally is looking forward to the New Year with a brave heart and head held high, as befits a giant in our economic structure.

Condolences to Morris Kleinman. Philip Kleinman, at the age of 68, was gathered to his fathers in eternal rest. Besides his son Morris, the elder Kleinman is survived by his widow Rose; three sons, Isadore, Harry and Marvin; four daughters, Mmes. Max Schiff, Morris Saidleman, Frank Kahsar, and Bernice Kleinman; and five grandchildren. He had been ill for several years.

Happy birthday to Gaylen Goldstein. Gaylen is the daughter of the Leonard Goldsteins, and she reached the ripe old age of three on December 28.

Dolores Ganzmiller who operates the Lincoln Amusement Co., has just moved to her new location in Price Hill.

Milton Cohen of Ohio Specialty, has obtained legal sanction to change his name to Milton Cole.

Mr. and Mrs. Raymond Childs Adler of Dayton, have announced the forthcoming marriage of their daughter Patricia Jean to Milton Cole. Patricia Jean's dad is of the Adler Department Store people.

Norton Robinson and his family are starting the New Year off right in their newly acquired home in beautiful Bond Hill.

Abe Salmon and Louis Schoenlaub are the new rotating Board of Directors members of the Automatic Phonograph Owners' Assn., as provided by the constitution of the organization.

Numerous locations changed hands in the transaction which recently saw Tom Hastings take over Buckeye Music, Electrical Maintenance Co., and the coin machine operations of Lou Foltzer.

Automatic Vendors, Inc., manufacturers of the clever 1,000-cup, 1,000-drink vending machine, has been sold to the American Vending Corp. of Kansas City. The latter firm owns the Vendit trade mark and Milton Cole was the seller.

Genial A. E. Roll, the engineer who brought out the drink machine, has moved lock, stock and barrel to Kansas City to nurse his brain child along for Vendit. Good luck A. E.!

Here's that Westerhaus Amusement kegler bunch again with a surprise pair of victories over the Hi-D bowling team. It was Carl Tenkman's 242 which helped considerably.

Bob Bigner is now with his dad Ray Bigner, operator of Wesco. Bob spent a year and a half in the Air Corps and is glad to be back in operating harness again.

By the way, Ray Bigner has purchased a new home in Price Hill and his son Bill,

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who just returned from an Eastern vacation, will occupy a flat in his father's new place, along with young Mrs. Bill.

Westerhaus Amusement Co. will henceforth be known as Westerhaus Co. Incorporation papers were recently taken out at Columbus, the members of the firm being announced as Mrs. Frances Westerhaus, Joseph Westerhaus, Ernest Suhre and Thomas Jackson.

Wm. Marmer is organizing a party to attend the Milton Cole-Patricia Adler wedding at Dayton, where many of the members of the coin machine industry will congregate.

The new manager of the phonograph division for Ohio Specialty is William Harris, and not Milton Cohen as was announced last month, Harris takes the place vacated by Charles McKenney.

For the first nine months, the latest figures available, cigarette taxes from Ohio smokers rose 52.96 per cent over the same period last year. The figures are $11,521,722 for this year, a matter of $3,898,259 more than last year.

At their annual Christmas party, T and L Distributing Co. cut a melon in the shape of a bonus for all hands. Their pay-roll includes 11 people, the 11th just recently added. The party was attended by the families of the men, and there was much music and dancing, with plenty of refreshments for all and sundry. Sid Block and Leonard Goldstein are to be congratulated on their fine employer-employee relationship.

There may be a new field opening for the coin machine man. The streamlining of the pretzel, selling them in the shape of nuts, might make them available for automatic vending, as ball gum is vended. At least, that's the way we "heerd" it, although opposing factions took the customary opposing views to the innovation. Which raises another question. "How many nut-pretzels for a nickel chute?"

More Christmas-New Year parties: Sicking, Inc. held a party on the premises for employees only. The usual Yule spirit prevailed, with gifts and merriment, unconfined joy and goodwill toward all.

Joe Westerhaus threw a swell Christmas party for employees of the Westerhaus Co. at the offices. 'Twas a most enjoyable affair.

As for the Automatic Phonograph Owners' Assn., they also were not outdone in Christmas celebrations and the very able committee, John Weisenberger, Harry Hester, Wm. Fitzpatrick, and Phil Ostand, deserve the bows they are taking from fellow operators for their untiring work in making the annual Yule party a howling success. The wives of the coinmen present enjoyed the affair immensely.

Friends of Maurice Levitch, president of the Hamilton County Cigaret Vendors Assn., will be pleased to learn he is on the mend after a fortnight's illness.

At the last meeting of the APOA at the Hotel Gibson, among other things the moot question about adjustment of percentages to meet rising costs was given serious consideration. Among those attending were: Sam Chester, John Weisenberger, Ray Bigner, Saul Ostand, Tom Hastings, Al Lieberman, Wm. Fitzpatrick, Max Moeckel, Herb Black, Milton Cole, Earl Butler, Charles Kanter, Mrs. John Weisenberger, Phil Ostand, Sam Butler, Nat Barfield, John Nicholas, Morris Kleinman, Jerry Levy, Harry Hester and Bill Harris.

A Happy New Year to you!

George Keith

* * *

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The Player Protector is easily attached to any slot machine by the player needing more change and holds machine so another player cannot appropriate the machine and hit the jack pot or other high payments. Eliminates disagreements between players. The "Temporarily Out of Order" Player Protector is for managers, stewards, and custodians to place on machine while waiting for mechanic to make repairs. Thousands have been sold from Coast to Coast.

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The PLAYER PROTECTOR, "Reserved Getting Change," hangs on left hand side of machine, out of the way and handy for players to place in coin insert.

The PLAYER PROTECTOR, "Reserved Getting Change," is placed in coin insert while player is away getting change, making it a most convenient item.

The TEMPORARILY OUT OF ORDER Disk, convenient for Manager, Steward or Custodian, is to be placed on machine while waiting for mechanic to make repairs.

Now Available for Immediate Delivery

THE PLAYER PROTECTOR is made of plastic disk, sealed-in lettering, solid rubber stoppers, and chrome fittings. Easy to keep clean. Practically indestructible. Reasonably priced.

TEMPORARILY OUT OF ORDER.....$1.50
RESERVED GETTING CHANGE.....$1.95

Discover for yourself the convenience of the Player Protector, which is made in denominations of 1c, 5c, 25c, 50c, and $1.00. Write, wire or phone your order for any amount. Immediate attention given all orders and inquiries.

MICKELSEN NOVELTY COMPANY

147 Harrison St. Phone: 717 Manistee, Michigan

Houston

A. A. Sage and H. A. Franz, manager and assistant, respectively, of the Houston branch of S. H. Lynch & Co., attended the Seeburg branch managers and salesmen annual convention at Chicago. The party included S. H. Lynch, president; A. C. Hughes, E. D. Furlow, vice-presidents; and seventeen branch managers and salesmen. The group, representing Southwest territory, traveled more miles per capita than did any other attending the important session of Seeburg distributors.

Immediately upon his return, Sage, by means of circular letters and personal contact, acquainted local operators with the Seeburg two-year plan. The plan provides for no change in cabinet design before 1949, special exchange privileges, and other features conducive to efficient and profitable operating at minimum cost.

In line with a policy advocating five-cent play, S. H. Lynch & Co. released a statement to the daily press which assured the public that Seeburg phonographs would continue to operate for a nickel. The story drew many reader comments and was favorably mentioned in numerous columns and editorial pages of dailies in the Southwest.

The Houston branch of Commercial Music Co. Wurlitzer distributors, featured a showing of the Colonial Model Wurlitzer along with opening ceremonies of the completely remodeled building in Houston on December 7 and 8. The combined open house and floor model showing was accompanied by food, refreshments, and entertainment. A capacity crowd of Wurlitzer franchised operators attended. The local concern advocated ten-cent, three-for-a-quarter play.

The Horton-Williams firm, Packard dealers, sponsored a showing of floor model phonographs along with the complete line of Packard music operating equipment at the Texas State Hotel, Houston, on December 8. The affair, attended by leading operators from most South Texas towns, including the larger cities of Galveston, Beaumont and Corpus Christi, continued throughout the day and evening. Factory representatives stressed the economy and efficiency of concealed installations with many convenient points of play for the customer rather than more new phonographs with less coin chutes. A continuation of five-cent play was favored.

Gene Dean, rather young in years but long in experience, recently started in business for himself with a modest set-up composed mainly of new phonographs . . . Mrs. Buna Lake, office worker at Crowe-Martin Distributing Co., was painfully but not seriously injured when a horse she was riding stumbled and caused her to fall from the saddle . . . C. M. Robertson, owner of Automatic Music Co., spent three weeks in the East enjoying a long over-due vacation . . . O. D. (Pop) Sale, well known in coin machine circles, sustained a major operation recently and is recovering nicely.

A. W. Crosson is acting manager of Houston's Decca branch following the resignation of J. H. Hart. It is expected that a permanent appointment will be made not later than January 1. C. E. Buckner and Jack Romigh are newcomers in the office.

John G. Wright

Columbus

With the weather what it has been around here so far this fall, many are beginning to wonder if we're going to have any winter. The first December days were strictly as spring-like as any these eyes have seen. They've brought out a lot of loose

coin which ordinarily would be buried at home, invested in a magazine and a few bottles of the golden brew.

Local operators are happy about the whole thing because it means that their locations are packing them in before the winter snows keep people home. To verify the fact that there's plenty of business in Columbus, the Cleveland Reserve Bank reported that this city led all other major cities in the Fourth Federal Reserve District for two consecutive weeks during the latter part of November and the forepart of December.

Mike Charie is tickled over the new Packard *Pla-Mor*. He has a hideaway on display in his salesroom along with one of the 1,000 speakers suspended from the ceiling. No doubt about it, that's a beautiful combination. He showed me how the machine operates and, being a little on the mechanical side, I got a kick out of the smoothness of the thing. I hope to see several of the speakers around town soon because they will provide an atmosphere which is conducive to suds sipping as well as making things right for romance. Mike is looking forward to receiving some Model 7's, too.

Incidentally, Mike informed me that three of the organization at Capital Pla-Mor Distributing Co. are planning to attend the coin machine show.

Speaking of Chicago, Woolf Solomon, head of Central Ohio Coin Machine Exchange, trekked up to the Windy City early in December. He returned late on a week-end and that's no time to stop by to see him. I know! Woolf has really been busy and is more so at the week's close. For a lesson in efficiency it would pay to stop by some time and watch Woolf at work.

Price Richards bundled up the family and went hunting recently. I haven't heard how they made out yet, but I imagine they brought back their share of rabbits and pheasants. Hazel Freck, office gal at Combine-Richards Vending Co., told me that Price really loves to hunt. He had been out a few times in November but business kept him tied down to the job. Howard Combine is another sports loving partner in the organization. A graduate from Ohio State University, Howard has a strong interest in the football team there. He flew out to the West Coast when OSU played Southern California and followed the team on other Saturdays when they played out-of-town games. As if the week-end didn't produce enough football thrills, Howard would fly up to Cleveland on Sunday to see the Cleveland Browns' pro team in action! Recently he bought his own plane and it wouldn't surprise any of "Red" Combine's friends if he started to cover his route in it. Hazel Freck is a mighty interesting conversationalist, I might add.

Bob Cohen, brother of Mike Cohen, head of Myco Automatic Sales Co., has been doing a fine business at the Penny Arcade. The arcade is located near Broad and High—the equivalent of Broadway and Times Square here—and attracts a continuous crowd day and night. Father of a four-year-old girl, Bob is proudly watching his six-month-old boy grow up.

Lester Fleck, manager at Myco, bought a new six-room home in nearby Bexley recently.

Meyer Marcus from Markepp Co., Cleveland coin machine jobbers, stopped in at Myco Automatic Sales early in December on a business trip.

Affable Harry Buck of Myco has a daughter Betty, who is studying business administration and languages at OSU.

Edward E. Shaffer, president of the Shaffer Music Co., said the firm's machines will continue to operate at a nickel when asked if he would raise the price on coin-operated phonographs. His answer came following a story in a local newspaper that local purveyors of coin-box music would abandon the nickel standard in favor of a dime play. Officials of the Young Distributing Co. said the change already has been made in some local phonographs.

In commenting on the situation, Shaffer's announcement carried in a local daily said, "The nickel-operated phonograph is a favorite of children of high school age. . . . We feel that such clean fun is a good influence and a deterrent to child delinquency. We are opposed to the 100 per cent increase in the price of their pleasure."

Shaffer Music Co. operates about 300 phonographs in Greater Columbus and about another 300 within a 25-mile radius of the city, so a statement of that kind carries a lot of weight here. Times Tonomatic officials declared last month that they were opposed to a raise here, too.

Times Tonomatic Corp. is awaiting that golden day when materials will be more plentiful so the firm can build its new offices on a lot near the west bank of the Scioto River.

Gray's Drug Stores have added a new coin-operated machine to their list. In addition to stamp machines, peanut vendors and others, they now have the new pop corn vendors, *'Pop' Corn*.

Roy Kohlhausen, Sr., and his son Roy, Jr., both Columbus men, and Edwin F. Maley, of Sandusky, have incorporated a launderette with the secretary of state here. The men will provide 21 coin-operated automatic washers for rental to Sandusky housewives.

Retention of the five-cent price for phonographs was voted unanimously by members of the Dayton Phonograph Owners Assn., word from that nearby city has it. Operating 90 per cent of the coin-operated music machines in the Miami Valley, the members voted to retain the nickel figure in a meeting held November 29 at 1717 W. Third St. in Dayton. The Dayton organization decided it could best serve the public at the old-established rate, the report said.

Happy New Year!

W. C. Arthurs

Kansas City

Phonographs are being changed from a nickel to dime size with three plays for twenty-five cents. There seems to be no alarming resistance upon the part of the buying public and a number of the larger location owners are eager for the change-over. Many venders are making no plans at present for a switch to dime play units.

National Products Co., out on a limb for months because of a shortage of parts, is glad of the strong demand for their plastic units.

The R. E. Gilbert Amusement Co. is in-

BRAND NEW GAMES — IMMEDIATE SHIPMENT!

5-BALLS

Fiesta (Exhibit)	$320.00
Smarty (Williams)	324.50
Super Score (Chi Coin)	299.50
Midget Racers (Bally)	299.50
Sea Breeze (United)	325.00
Baffle Card (Gottlieb)	322.00
Big League (Bally)	299.50
Fast Ball (Exhibit)	Write
Superliner (Gottlieb)	322.00
Opportunity (Marvel)	Write
Step Up (Genco)	324.50

CONSOLES

Bally Draw Bell 5c Comb.	$477.50
Bally Draw Bell 25c Comb.	497.50
Bally Triple Bell	895.00
Evans Bangtails 5c JP CPO	671.50
Evans Bangtails 5c Comb.	824.50
Evans Bangtails 25c Comb.	980.00
Evans Winterbook 5c JP CPO	826.00
Evans Winterbook 25c JP CPO	995.00

LEGAL EQUIPMENT

Goalee (Chi Coin)	Write
Grip-Vue—Something new	$ 60.00
Jack Rabbit (Amusematic)	475.00
Gottlieb 3-Way Grippers	39.50
Advance Electric Shockers	25.00
A B T Target Stands	12.50
Silver King Peanut Vendors	Write
Ace Coin Counter	139.50
Score A Barrel bowling game	399.50
Pop Up (Marvel) Amazing new counter game	49.50
A B T Challengers—Always a winner—1 free with every ten	65.00

SLOTS

WRITE FOR PRICES

Mills Golden Falls
Mills Black Cherry Bells
Mills Vest Pockets
Mills 25c Q.T. Glittergolds
Jennings Standard & Bronze Chiefs
Jennings Super Deluxe Lite Ups
Watling Slots, all models
Daval's "Free Play" (counter game)
Groetchen Columbias Standard & Deluxe Models

DELUXE REVOLVE AROUND SAFE STANDS

Single	$175.00
Double	250.00
Triple	295.00
Single Lock Box Type Slot Stand	27.50

Bally Victory Specials	WRITE! WIRE!
Bally Victory Derbies	PHONE FOR
Bally Surf Queens	SPECIAL PRICES

1-BALLS

Longacres	$275.00
Thorobreds	275.00
'41 Derbies	225.00
Club Trophy	195.00
Sportsman	169.50
Dark Horse	145.00
Mills 1-2-3	89.50
Blue Grass	145.00
Record Time	129.50
Sport Special	109.50
Mills Owls	69.50
Vict. Turf Champ.	109.50

SPECIALS

FREE PLAY CONSOLES

Watling Big Game 5c	$ 99.50
Jenn. Silvermoon 5c	99.50
Jenn. Silvermoon 10c	119.50
Jenn. Silvermoon 25c	129.50
Jenn. Bobtail 5c	99.50
Jumbo Parade 5c	109.50

NOTICE

Send for our complete lists of reconditioned equipment at prices that satisfy.

CONSOLES

Baker's Pacers DD JP	$250.00
Bally Club Bells 5c Comb.	185.00
Bally Hi Hands 5c Comb.	159.50
Ev. Bangtails 5c JP Late	275.00
Ev. Dominos 5c JP Late	275.00
Keeney Sup. Bell 5c Comb.	195.00
Super Bell Tw. 5 & 5	325.00
Super Bell Tw. Comb. 5 & 25	425.00
4-Way Super 3/5 & 25	525.00
Mills 4 Bells	365.00
Jumbo Parades 5c P.O. Late	99.50
Paces Races (Brown)	135.00

Terms: 1/3 Deposit—Balance C.O.D.—Sight Draft

MONARCH COIN MACHINE CO.

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ORDER FROM AUTOMATIC FOR SERVICE!

Brand New Heavy Gauge Steel Box Stands for Mills Slots.....$ 27.50
Heavy Gauge Double Revolve-A-Round Safes for Slots..... 195.00
Brand New Ace Coin Counting Machines..... 139.50

WRITE FOR PRICES
ABT CHALLENGER
GENCO WHIZZ—Free Play
SILVER KING PEANUT MACHINES
SOLOTONE WALL BOXES & AMPLIFIERS

LATEST BRAND NEW 5-BALL F. P. GAMES—IN STOCK!
Exhibit Fast Ball — Gott. Superliner
Bally Midget Racer — Bally Big League
Chicago Coin Spellbound

GUARANTEED RECONDITIONED EQUIPMENT

CONSOLES

Mills Jumbo, P.O.	$119.50
Evans Lucky Lucre	99.50
Pace Saratoga	89.50
Pace Twin Reels, 5c/25c	195.00
Pace Twin Reels, 5c/10c	195.00
Pace Marathon	99.50
Bakers Racers, D.D.	195.00
Bally Club Bell, Comb. F.P. & P.O.	179.50

BELLS

Watling Rolatop, 5c	$ 89.50
10c $94.50; 25c	99.50
Jenn. 4-Star Chief, 5c	109.50
10c	119.50
Blue Front, 5c	134.50
10c $139.50; 25c	144.50
Brown Front, 5c	144.50
10c $149.50; 25c	154.50
Gold Chrome, 5c	179.50
10c $184.50; 25c	189.50

Write for New Price Bulletin; Complete List Parts & Machines
TERMS: 1/3 DEPOSIT, BALANCE C. O. D.

AUTOMATIC COIN MACHINES & SUPPLY COMPANY
4135-43 Armitage Ave., Phone Capitol 8244 Chicago 39, Ill.

Affiliate Office — IOWA STATE SALES CO.
567 Seventh St., Des Moines 9, Iowa

stalling *Vendo* coin changers in spots where traffic is heavy.

The Music Mart opened at their new location late in December.

Elmer Butts, Automatic Music Co., now has an assistant, Lloyd Callahan, new to the field.

Bill Dunfee reported that Nick Stahl, formerly associated with the firm, was killed in an airplane crash recently in Chillicothe. He was in a private plane out on a duck hunt.

Irwin Weiler came back from the Ozarks with his full quota of quail which he bagged over the week-end. The firm has been receiving two shipments a week on the *Pop-Up* counter game and promptly sells out. Weiler is leaving for Milwaukee where he will see a demonstration of the *Shine-A-Minit* vendor. He, and most of the crowd here plan to visit the coin show in Chicago.

Mildred Nelson reported that A. E. Rettig, Ideal Music Co., Topeka; R. C. Lykke, Salina; Mark Blum, United Distributors, Wichita; and a representative of the Manhattan Music Co., Manhattan, visited the United Amusement Co., this month. The firm is remodeling the office getting ready for a big new year's business.

Warren Doud reported through Mrs. Doud, that Cub Pack 62 of which Doud is Cubmaster, featured at their booth a profile of President Truman. The picture was taken especially for the ninth annual Cub Scout show sponsored by "Opti-Uncles" of the Optimist Club, held December 6 and 7. The Municipal Auditorium was packed with folks marveling at what kids can do. Doud recently flew to New York City on business for his firm.

Dave Fleider said that his partner's father, Max Cooper, passed away December 1.

The firm's long awaited, brand new cash register finally arrived only to be virtually wrecked by thieves who took the take. "Business is much better and the prospects for the coming year look very good."

The Brown Music Co. reported a tremendous business on the sale of records during the past year and of course this department is going full tilt now.

Joe Berkowitz stated that his three associated manufacturing units, Universal Manufacturing Co., Kansas City; Bee Jay Products, Chicago; and The Triangle Manufacturing Co., Minneapolis, are going to have some fine exhibits at the coin show.

Frank W. Murray and Edward James Nettle, have purchased a new band saw and they're going to town making brackets for wall boxes. They are converting most of their chutes for dime use. There were a few squawks from listening customers at the start but business is so good, the firm has added two collectors to their staff, making ten. Many location spots are crying for the dime play. Pin ball units of all kinds have been arriving and have been placed at the rate of 10 to 15 a week. The firm has also received 100 Wurlitzers and 200 remote control units during the past six months. The average take has dropped, however, from $16 to $18 a week to around $12. "Every one of our 30 locations where dime play has been installed has shown an increase in play, double or one-third better than the nickel slots."

Gordon Talmage, Fairway Distributing Co., reported that Pat Moore, Mo-Kan Amusement Co., of this city has taken on *Solotone*. The firm has established a subs-tudio in the Kansas City Power and Light Building. Operator Coughlin and wife, Midwest Amusement Co. of LaCrosse, are now installing *Solotone* units in their territory.

Roy Pittman, Star Music Co., has just returned from a business trip spent on the East Coast.

Harry Silverburg said that operators calling on the W-B Music Co. favor the Seeburg plan of model changes every two years and that they favored five-cent play. Silverburg enjoyed the visits of the following operators: K. D. Smith, Coin-O Amusement Co., and Chet Troyer, Troyer Amusement Co., St. Joe; Pat Huston, Cassco Amusement Co., Garden City; and Tom Swartz, Shawnee Vending Co., Topeka.

Dev Thatcher

Dallas

The busy rush of Christmas shopping and the scare from the recent national coal miner's strike has contrived to let Dallas coin machine operators in for a slow down in business. While some operators report their business off as much as 25 per cent, the general level for the local trade is not discouraging. Bringing a tone of optimism is the fact that more new equipment is now being received than at any time during the year. The month of December is expected to round out a very good year for the coin machine industry of the Southwest sector.

Commercial Music Co., Inc., Texas distributors for Wurlitzer phonographs and music equipment, announced last week that they are asking all approved Wurlitzer music merchants in their territory to convert their phonographs to the three-for-a-quarter, one-for-a-dime phonograph play. Wurlitzer operators in this section have been notified by the Commercial Music Co.'s Dallas office that Wurlitzer factory kits are available for converting their phonos and wall boxes to the new play. Conversion of equipment in some local spots has already begun. Commercial officials estimated that it would require from two to three weeks to complete conversion of all local locations. Crown Music Co. and Cotton Music Co. are two local operating firms that are converting. Commercial's announcement of conversion to the higher bracket play, brought an immediate response from other music distributors that they would maintain the five-cent play.

The S. H. Lynch Co., Southwestern distributors for Seeburg phonographs, have announced that Seeburg operators will con-

A Brand New
ALL-PURPOSE CLEANER

NO SUDS
NO SOAP
NO FOAM
NON-INFLAMMABLE

Will clean anything that can be cleaned. Non-injurious to hands, clothing, etc. Will remove blood stains, gum, ink, pencil marks, rubber heel marks. ONE GALLON MAKES FIVE! It's a pleasure to use. Money-back guarantee!

COME IN TODAY
PAUL A. LAYMON
DISTRIBUTOR
1503 West Pico — Los Angeles 15

IDEAL SPECIAL COMBINATION OFFER

Choice of One of these:			Choice of One of these:
Arizona	Sea Breeze	A	Catalina
Big League	Spellbound	N	Frisco
Fast Ball	Streamliner	D	Hollywood
Idaho	Super Score		Shooting Stars
Midget Races	Superliner		Softball Queen
Oklahoma			

For $395.00
BRAND NEW IN ORIGINAL CRATES
IDEAL NOVELTY COMPANY 2823 Locust Street, St. Louis 3, Missouri
Franklin 5544

tinue the five-cent take. The firm used a quarter page ad in Dallas newspapers to announce the continuance of five-cent music in their operators' locations. The newspaper ad showed two high school students seated at their lunch counter and saying they wanted their favorite nickel music.

Si Lynch said that the five-cent take for music locations was voted approval at the recent Chicago convention of more than 300 Seeburg distributors for all sections of the country.

Mrs. Charley (Jackie) Snyder of the Leader Sales & Distributing Co. is home again from one of her many recent trips to the Mills Novelty Co. Now the other Leader partner, Lew London, is in Chicago and other Eastern cities looking over new coin machine equipment and getting ready for the national coin machine show next month.

The Walbox Sales Co. were hosts recently to a large gathering of coin machine men from Texas, Oklahoma, Arkansas and Louisiana. At a company party, held in the Junior Ballroom of the Jefferson Hotel, the Packard phonograph distributors presented the Packard 1947 phonograph, wall boxes and other music equipment. The firm also announced sales prices for the new equipment. George Wrenn, sales manager for the Walbox Co. introduced the music equipment. Talks were also made by Collis Irby, president of Walbox Sales Co. and Fred Barber, the firm's assistant sales manager. The various speakers were introduced by Harry Drollinger, Southwest regional manager for the Packard Manufacturing Co.

Discussing the controversial dime take for music machines, Wrenn told the operators that he did not think conversion of music machines to the ten-cent play would meet the approval of phonograph customers. He also opposed cutting the location owner's take from 50 per cent to 33 1/3 per cent as a means of increasing the operator's profit. He advised the operators to stick to their five-cent music and to cut their operation costs by installing music equipment that would not change styles from year to year. Officials of the Walbox Sales Co. said they expected delivery of the new Packard phonos in quantities by January 1947.

Gus Guarnera, vice-president of the Big State Vending Co., Inc. has just returned from an extended business trip to Chicago and other coin machine centers. Gus says that extensive preparations are being made for the forthcoming convention.

Frank W. Wood

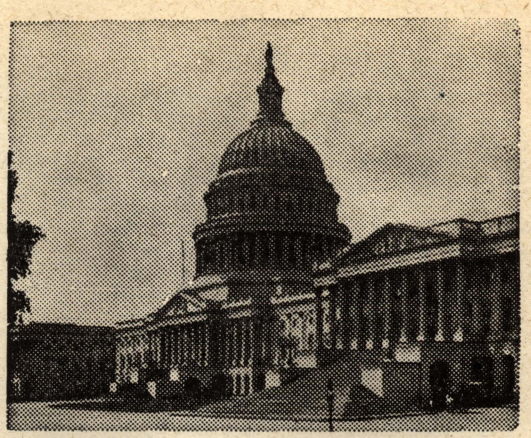
Laymon Adds New Lines

LOS ANGELES—"The *Duro-Matic* escalator conversion and the machined steel posts for Genco machines are two items that every operator should have," says Paul Laymon. "We have recently added these two lines and we would like to impress on operators the benefits they can derive from these units."

The *Duro-Matic* escalator conversion consists of a new combination of parts designed to fit any escalator. It can be installed in 20 minutes, requires no adjustments, and lines up with any mechanism. Operation is entirely trouble-free and is a great stimulus to earning power.

Instead of stripping in new rubber on *Total Rolls*, Laymon suggests installation of the new machined steel posts, equipped with rubber cylinders. A set of six can be installed in 30 minutes and will last for a minimum of six months of heavy play, after which rubber cylinders can be replaced, at the location, in a few seconds at a cost of a few cents. Posts also improve the appearance of the machine and save many damaged arches, Laymon states.

From The Nation's Capitol



Reported by
ROY S. RAMSEY

Coin Tax Cut Unlikely

Taxes are the chief topic of conversation in Washington this month as veteran and freshmen legislators prepare to draft the new revenue bill. Not even Congressmen on the tax committees are sure just how big Uncle Sam's next bite will be, but all agree that some cuts are in the offing. The official administration line is to keep levies at their present levels, but leading Republicans on Capitol Hill are hollering for a flat 20 per cent slash in income taxes and wholesale downward revisions of excise levies, including the coin machine tax. Representative Harold Knutson, (R., Minn.) who inherits the chairmanship of the House Ways and Means Committee, is the leading opponent of the cuts.

On the other hand, Senator Hugh Butler, (R., Neb.), a leading member of the Senate Finance Committee, states emphatically that such cuts are out of the question until the Federal budget is greatly pruned. Democratic legislators are equally split in their views.

Best guess in informed circles is that income taxes will be pared about eight to ten per cent with most excise taxes reverting to pre-war levels. There appears to be only a slender chance that the $100 tax on coin devices will be lowered because of the lack of organized pressure on the tax committees.

Those coin machine operators who experience wide variance in incomes from year to year may get a break since Treasury Department officials believe that carrying forward of losses will be a permanent feature of the tax system. In practice, this would mean letting the taxpayer carry over to the next year any unused exemptions for the current period. Thus, an operator who takes a loss or is held to a low income in one year, while hitting the jackpot the following year, would be permitted to average the incomes for both years. This would result in a substantial tax saving.

More Freight Cars Due

The recent rise in railroad freight rates (predicted in this column last month) will spur activity in building new freight cars, according to rail representatives, and so alleviate the critical shortage by April. Whether coin machine manufacturers will accept increased space for steeper rates remains to be seen. The amount of freight being shipped by truck increases every month. Decision to increase rates an average of 17.6 per cent over June levels was reached unanimously by the Interstate Commerce Commission after wading through masses of evidence presented by the rails in support of a hike.

Elsewhere on the rail freight scene, the Supreme Court has agreed to review an ICC ruling which would cut shipping tariffs by ten per cent in Southern and Western states, while upping rates in the same amount for the Northeast. Should the Court uphold ICC's ukase, coin machine operators

GENCO "TOTAL ROLL" OPERATORS:
STOP RUBBER WEAR!

Put an end to lost earning power due to split and broken rubber . . . eliminate needless service calls for rubber replacement . . . stop wasting valuable time stripping in new rubber!

How? By installing our new Machined Steel Posts equipped with rubber cylinders. A set of 6 installed in 30 minutes will last for a minimum of 6 months of heavy play—and rubber cylinders may then be replaced—right on location—in a few seconds and for only a few cents.

MACHINED STEEL POSTS

improve the appearance of your playboard, will save many damaged arches, put new zip in the game's action. Try a set—you'll want them on every TOTAL ROLL you operate.

Complete Set of 6 Units with Instructions for Installing—

$5.75

PAUL A. LAYMON, Inc.
1503 W. PICO BLVD. LOS ANGELES 15, CALIF.

in the South and West will find their FOB charges cut at the expense of operators in the rest of the country.

Recession Forecast

Coinmen should be exceedingly cautious about over-extension of their routes during the present inflationary period. This warning is predicated upon confidential reports to the Treasury Department by top government economists who forecast a continued record-high national income for nine to eighteen months followed by a sharp recession. Operators will have to pull in their horns if the economists are right since nickels and dimes go for essentials rather than amusement in hard times.

Lights Out for Phonos

The most peculiar coal conservation order during the recent strike was issued by the D. C. Commissioners—local equivalent of a mayor and a city council. They commanded all phonograph operators to douse the lights on their machines. One operator commented wryly that the coal so saved could be stuffed in a midget's eye without making him blink.

Phonos Aid Juveniles

Publicity favorable to the Industry was printed in both the *Washington Post* and *Washington Times-Herald* last month. The *Post* story concerned a local teen-age club which has as its chief attraction a brilliantly-colored phonograph. The *Times-Herald* reported that among plans to lessen D. C. juvenile delinquency is the establishment of a number of teen-age clubs "at which youngsters can gather to enjoy jukebox music."

The stories did much to counteract the ill-effect created by the attempt of two writers to be funny at the expense of the music machines. Another local paper ran both pieces of alleged wit.

FCC Likes Coin Television

Officials of the Federal Communications Commission are much interested in the "coin-in-the-slot" television receiver being manufactured by Tradio, Inc. for home installation. They feel that it will help spread the entertainment medium among families who cannot afford to buy a receiver outright.

Sugar Control Hot Topic

Informed circles in the Nation's Capital believe that controls will be continued on sugar for at least three more months despite the recent wave of decontrols on most commodities. However, a big Congressional battle over the issue is in the offing. Authority to allocate and ration sugar is slated to expire March 31, while price control will expire automatically on June 30. Extension of either control is unlikely; the big fight is over the question of immediate decontrol. If rationing and price control of sugar are removed, sky-rocketing prices are predicted by the Sugar Committee of the Food Industry Council. This would mean the nickel candy bar would join the dodo and a rise in the price of bottled soft drinks would be a certainty.

Record Candy Sales

The Bureau of the Census has announced that despite sugar controls, manufacturers' sales of candy reached an all-time high in October, with a 37 per cent increase over the preceding month. Total sales by all candy makers in this country for the first ten months of 1946 are estimated by the Census Bureau to be about $520,000,000.

Boston

Operators of candy machines say that with the high price of merchandise, they can't make much profit. As the machines cannot be made over in a short time for a six-cent price, operators are forced to conduct their business on a small margin, still dispensing at five cents. There is an optimistic feeling, however, that when supplies of merchandise are available in larger quantities, the situation will be adjusted. Chewing gum machine operators, dispensing penny gum, are still selling at a profit.

Associated Amusements received considerable merchandise the latter part of November and early December, including Genco *Step Up*, Bally *Triple Bell*, Bally *Midget Racer*, Williams' *Smarty*, United *Sea Breeze* and Chicago Coin *Super Score*.

They also reveal that six new cities have installed *Solotone* systems in Connecticut, Central Massachusetts, Vermont, Maine and New Hampshire.

Associated Amusements will have a plane reserved at Logan National Airport, East Boston, ready to leave for the convention in Chicago in February. In case the plane should be grounded, a Pullman car will be available, with a private club car attached. About 25, including various operators in New England, are expected to travel westward.

Ed Ravreby makes week-end trips to New York, staying at the Waldorf-Astoria. Associated's Playland Arcade in Manhattan is undergoing a complete renovation program, including a new decorating scheme and a complete array of the latest amusement devices.

Harry Poole, publicity manager for Associated Amusements, has returned from a business trip of several days to Washington, D. C.

Recent visiting operators to Associated Amusements included Harold Kaplan, Springfield; Walter Lubby, Shrewsbury; and Charles Perri, Fitchburg.

The boys of Associated Amusements meet every Wednesday evening at the Brookline Avenue Bowling Alleys for a weekly elimination contest.

The Greene Distributing Co. has reservations for the CMI show . . . Arnold Greene, service manager for the firm, has been passing out cigars in honor of the birth of a daughter, Patricia Lois . . . Julian Greene, assistant sales manager, has returned from a trip, including Baltimore, New York and Hartford.

Louis Blatt, of Atlas Distributors, has returned from four days at Chicago, where he attended a Seeburg sales meeting.

Recent visiting operators at Atlas were Joe Glazier, of C. W. Clare Co., Bangor, and Severino Caslani, Montpelier.

Visitors at King Distributing Corp. included Ed Christie, Worcester, and Ray Goland, Athol.

Edward E. Adams, of Mills Automatic Merchandising Corp., has returned from Garden City, Long Island, where he attended the funeral of the vice-president of his company.

Al Myers, operator, has taken over the entire business of the Celect Vending Co. He is operating pin ball machines only and will do business under the present name.

James J. Walsh, operator of peanut dispensing machines, has acquired several new locations in South Boston.

The Pioneer Music Co. is putting out music at 10 cents per play, three for a quarter. They have hired a new bookkeeper, Miss Ann Suher, of Holyoke.

Under the direction of Scotty Burris of Aireon Mfg. Co., Greene Distributing recently conducted a school for service men and operators of Aireon phonographs. Those attending included Hugo Capey, Capey's Music Co., Watertown; representatives of Christie's Novelty Co., Shrewsbury; Victor Valeri, Victor Music Co., Leominster; Fred Cobitose, Fred's Music, Chelsea; Rogers Phonograph Co., Haverhill; Pioneer Music Co., Greenfield; Manchester Music Co., Manchester; Atlantic Amusement Co., Boston; and Mel-Hi Music Co., Winthrop.

Dave Bond, Trimount Coin prexy, gave a Thanksgiving basket to each of his employees, consisting of a fine turkey and all the fixings.

The first half of the bowling tournament of the Trimount Coin Machine Co. is now over. Gilbert Lawrence won first prize, $20; Peter Kotap, second prize, $10; and Duncan Hunter, third prize, $5. After the Christmas holidays another tournament is scheduled to get under way.

Dave Riskin and Dan Brown, Trimount's outside salesmen, completed a swing through Maine and Vermont. They report a good deal of interest in *Personal Music*.

Trimount had their annual Christmas party on December 24. This occasion is something employees look forward to, as a good time is always had by all.

C. Frederic Wellington

Addition at Amalgamated

CHICAGO — Don Winston, associated with Amalgamated Distributors since November 1, has been named Indiana sales representative by Ken Wilson, the firm's president.

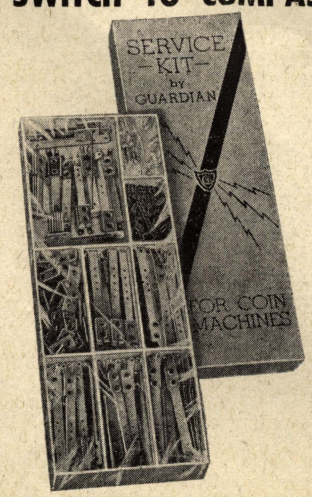
SWITCH TO COMPAS—FOR THE BEST THERE IS IN

SWITCHES

Compas "Guardian Electric"

Operator's and Deluxe Engineers

CONTACT POINT SWITCH KITS



The most complete and wide assortment of switch parts offered in any kit today. Ideal for the serviceman or experimental workshop.

OPERATORS KIT (list price $12.50)
Your Price . . . . . $ 9.50

ENGINEERS KIT (list price $25.00)
Your Price 17.50

Sold only in our Allotted Territory

Exclusive Compas Distributors Southern California, Southern Nevada and Arizona

All Phones: DR. 4326

BADGER SALES CO., INC.

2251 W. Pico Blvd.,
Los Angeles 6, Calif.

Denver

Showing of the new Wurlitzer Colonial Model 1080 took place at Wolf Sales Co. on December 8 and operator reaction was highly enthusiastic. Among those attending were the L. A. Webbers of Pueblo, who operate a route of machines from Pueblo to La Junta. Webber has operated Wurlitzers exclusively for a number of years. Mrs. Webber is just as interested in the phonograph business as her husband—and no wonder: she is the second half of the operating team.

A. A. Roberts states that Wolf Sales is going ahead with reconverting phonos from nickel to dime play and that the plan is meeting with growing approval. Operators are anxiously awaiting the necessary equipment to effect the reconversion, says Roberts. "We feel that ten-cent play is definitely for the benefit of the operators, and we believe that an effort should be made by all of them to convert."

Wolf-ings — Service Manager Howard Hold and a party of five men did their pheasant hunting the hard way, having to battle deep snow and inclement weather. They bagged 11 birds . . . M. J. Savio, office manager, came down with the flu and was compelled to spend a week in St. Anthony's Hospital. He has recovered and returned to work . . . Robert Talpers of the accounting department has made the first move toward tying the matrimonial knot by becoming engaged. No definite date has been set for the wedding . . . Mother of Harold Maep passed away recently after a long illness.

James E. Gaddis and A. J. Arnold have dissolved their Ajax Co. partnership. Gaddis is launching out as a distributor under the name of Gaddis Distributing Co., while Arnold is retaining the Ajax masthead.

Ajax's showroom, housing the new Packard *Pla-Mor*, has been the scene of countless visiting operators. Packard equipment is being received promptly and deliveries are being made the same way. First operator to receive the new machine was Richard L. Richardson of the Record Shop at Rawlins. Upon completion of a swing through Wyoming, where he placed considerable Packard equipment, Arnold announced that new offices and showrooms will be opened early in January.

The mother of Ajax's owner passed away in Chicago at the age of 61. The body was taken to Fort Worth, Texas, her old home town, for burial. Surviving are her husband, son and daughter, three sisters, and three brothers.

A new addition to the Ajax force is Duke Kennedy, traffic manager of Consolidated Biscuit Co. for 20 years. He will occupy the same position with Ajax.

Doings at Denver Distributing—Gibson Bradshaw reports that shipments of equipment are improving, both in number and frequency . . . Newcomer to the firm is Bob Nippert, ex-staff sergeant in the Army . . . Owing to shortages, the company has been marking time before embarking on its post-war program. To commemorate the change of policy from an era of shortages to one of plenty, a show will be held in Denver some time in February. New music machines with a number of new ideas will be shown, including a revolutionary aerodynamic cabinet. *Panoram* will be unveiled, with deliveries set for late February . . . Because Mills' 1947 phonograph will play both sides of 20 records and will be priced considerably lower than most phonographs currently on the market, Bradshaw is anticipating a large volume of business . . . First sample of Mutoscope's *Atomic Bomber* has been received . . . Brisk sales are greeting Bally's *Triple Bell* . . . Off the sick list and back to duty is Service Man Ireland . . . After unsuccessfully eye-viewing this area for a new and larger site, Bradshaw has decided to retain present quarters. In line with the firm's expansion program, extensive remodeling is being carried on.

Engagement of Nathan Shulman, brother of Modern Distributing's Lu Shulman, was announced at a Thanksgiving Day dinner at the home of the bride-to-be. The marriage is expected to take place in spring or early summer.

Ceiling-type Rock-Ola speakers—something new and different—have been received at Modern's showroom.

Leo Negri, sales manager of Modern, recently underwent an operation for removal of a tumor from one of his eyes. Upon recovering, Leo will undergo an operation on the other eye. Between surgeries, he plans to spend some time in Wyoming and New Mexico.

There are not enough Seeburgs arriving to meet the heavy demand, according to Jones Distributing Co. While shipments are coming through regularly, they do not remain on the floor very long, as sales and shipping departments whisk them out with alacrity.

Frank Ritchie, who travels the Colorado and New Mexico territories for the Denver office of Jones Distributing, recently returned from a ten-day trip to Chicago in the company of Messrs. McCurdie and Ward. They attended the national convention of Seeburg distributors.

Old Man Winter tried to put the old freeze play on Jones Distributing during the recent coal strike, but thanks to gas heating, everyone was comfy.

Empire Music Co., formerly the Automatic Amusement Co., has disposed of its former location, and under the partnership aegis of G. A. Wilson and Wayne Coons, is now based on Milwaukee St. Empire handles Aireons exclusively, installing them on a rental basis, and also runs a service department with Paul Marquis in charge.

Here's the latest developments at Blackwell Distributing: Business is good, the firm reports. Herman L. King, service instructor, has just returned from a trip to the Southern part of the state. After being kayoed by a severe mastoid infection, Nilla King emerged victorious and is back at her old desk.

First shipment of *Vendit* machines has been received at Star Vending Co., and L. B. Anderson reports fine operator reception.

Frances Conrey

San Francisco

Viking Specialty Co., Inc., distributor of *Northwestern De Luxe* vendors, is rapidly expanding under the energetic management of the new owners, William A. Collier and Don H. McClinton. Bill Collier revealed that they have taken on the distribution of two additional lines: Watling scales and Amity cigar vendors, also a fine ten-cent cigar, cellophane-wrapped. Watling scales are expected in January; Amity cigar vendors even sooner. Viking also handles *Triplex* postage vending machines, product of Shipman Manufacturing Co., a full line of parts, and well-trained mechanics staff the service department. Constant, gradual improvement of the premises is now under way.

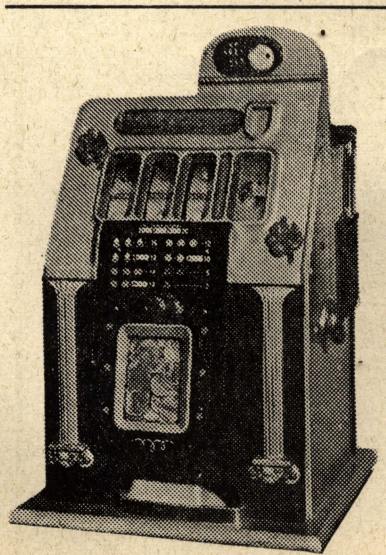
Messrs. Parina & Co., distributor of DuGrenier products, received several shipments of the new G. V. one-cent gum machines, manufactured by DuGrenier. There is very much activity in the parts division; the rise in cigarette prices has brought about a great demand for conversion parts.

Leon "Hi Ho" Silver has been appointed exclusive distributor for Northern California of Victor peanut-vending machines, and Adams-Fairfax Corp.'s famous Cash Tray machines. Leon says that the business outlook is "splendid." He engaged Bob Widner, who had several years of experience in the East, as his office manager, put on additional outside salesmen, and acquired another truck. Leon will attend the coin machine show in Chicago and has already made his train reservations on the City of San Francisco.

Louis Giansetto, L & D Co., Angels Camp, was in the city recently and placed a large order for Victor peanut-vending machines with "Hi Ho."

Joseph R. Eppler, general manager of Glenn-Rowe Co., prominent operator of cigarette vending machines, stated that regular small shipments of the Rowe *Crusader* are being received, and that within a month the first National Electric is expected. Though there is some price cutting of cigarettes by drug and chain stores, it has not markedly affected the vending machine business, according to Eppler.

Tris Coffin has recently joined the Glenn-Rowe organization in the capacity of cashier. A U. C. graduate, where he majored in chemical engineering, he was an Army pilot for almost four years and flew regularly over the Hump in China. Just recently Tris married Miss Molly Chamberlain, a graduate of Pomona university.



A GREAT NEW BELL IS BORN

MILLS
DOLLAR BELL

with the *Exclusive* Giant Size, Hand Load Jackpot

Immediate Delivery • Available in Black Cherry and Golden Falls Models • 2/5 or 3/5 Pay Schedules

Manufactured and Distributed by

MILLS SALES CO., LTD.

1640 18th Street, Oakland
600 S. E. Stark, Portland
2827 West Pico Blvd., Los Angeles

Dick Parina, owner of Automatic Merchandising Co., large scale operator of cigarette vending machines, stated that main attention centers on prompt servicing and proper upkeep of the equipment.

Dan Stewart, head of Stewart Novelty Co., wholesale distributor of Salt Lake City, recently visited with Dan King III, president of Western States Distributing Co. Mr. and Mrs. King entertained Dan Stewart and Mrs. Virginia Laurel at a champagne dinner at the Copacabana Club.

Dan King III spoke in terms of great appreciation about the splendid work Dan Stewart is doing with Pace machines in Utah. The Kings will spend the holidays in Los Angeles with Mrs. King's parents, Dr. and Mrs. J. A. Bolen, flying there in their beautiful new twin-motored plane which boasts a most distinctive, copyrighted design and paint job, and is upholstered inside in green and rose silk.

George R. Murdock & Associates, Rock-Ola distributor, is receiving somewhat better shipments, and, according to E. George Bennett, operators declare themselves delighted with these fine instruments. The Wayne *Volume Equalizer* is steadily gaining in popularity. Not only has it achieved national recognition, but orders are being received from Canada.

Walter A. Huber, Northern California manager of M. S. Wolf Co., AMI distributor, said that the firm had been appointed exclusive West Coast distributor for Genco, and Williams pin ball games. The record division is thriving, and Laurene Fox has been engaged as secretary for this department. Walter hopes to make some very important announcement next month about records.

Johnny Ruggiero, Northern California manager of Jack R. Moore Co., Seeburg distributor, was telling about J. P. Seeburg Corp.'s decision to protect operators' investment by not making radical changes in the mechanism and cabinet design of the *1-47 Symphonola* for two years in order to keep them from becoming obsolete, when Earl Ivy, Albany operator, came in. Earl exclaimed: "That's the smartest thing you fellows have done yet!"

H. R. Maser Music Co.'s building is nearing completion, and Hank will be ready to do business again about the 15th of January.

At the December meeting of the Associated Music Operators, Inc. the annual nomination of officers took place. Elections will be held in January, and an installation dinner is planned for the following month.

Pfeiffer and Kyle sold their San Francisco music route to Spiros Lavdiotes.

E & F Novelty Co., Oakland, owned by Frank Pedroni, purchased East Bay Amusement Co. from S. R. Kayes.

Eaton Terms Dime Play Controversy "Healthy"

CHICAGO—DeWitt (Doc) Eaton, one of the first crusaders for ten-cent phonographing, is not worried over the present controversy between the keep-it-at-a-nickel boys and the change-it-to-a-dime advocates.

"Many people in the trade are feeling a twinge of alarm over seeing what was apparently a mild controversy at the start growing into a locked-horns contest," he said. "I think it is extremely healthy because it has got everybody in the music business thinking seriously on the subject.

"I just want to advise everybody in the trade that any crusade inevitably brings out many opposing points of view. Personally, I am amazed at the growth of the ten-cent play idea. When I first espoused this cause I frankly did not hope that the ensuing three months would bring about the tremendous progress that has been achieved in this period."

CMI Santa Fetes Press At Big Christmas Party

CHICAGO—Over 150 representatives of Chicago newspapers, national magazines, coin trade journals and news services attended the CMI Public Relations Bureau Christmas party at the Bismarck Hotel on December 10.

An elaborate banked display of gifts, a fine variety of fancy hors d'oeuvres, and Christmas carolers featured the two-hour-long party.

Bells—FOR SALE—Bells

MILLS 5c BLACK CHERRY BELL. Almost New	$200.00
MILLS 5c 3-5 PAY BLUE FRONT. Good Shape	100.00
COLUMBIA JACK-POT BELL. Excellent Shape	100.00
10c ROCK-OLA. 2-4 PAY. J. P. Good Working Order.	
5c PACE BANTAM. 2-4 PAY. J. P. Good Working Order.	
10c JENNINGS. 2-4 PAY. J. P. Needs a Few Repairs.	
THE LAST THREE ALL FOR	100.00
5c WATLING. 3-5 PAY. Excellent Shape	75.00
2 5c MILLS VEST POCKETS. Excellent. Each	50.00

MISCELLANEOUS

20 AMERICAN EAGLES. Some Never Used. Each	15.00
1 5c ZEPHYR. Excellent Shape	15.00
1 CIRCUS ROMANCE. Never on Location	125.00
1 CIRCUS ROMANCE. Used Very Little	100.00
1 SPARKS. CIGARETTE REELS. Good Shape	15.00
6 CUBS. In Good Shape. Each	5.00
MILLS LOCKS FOR SLOTS	2.00
MILLS LOCKS AND PAYBOX DOOR, COMPLETE	4.00
USED SAFE STANDS. Mostly Pace	20.00

ONE-THIRD DEPOSIT WITH ORDER

KENO NOVELTY COMPANY

BOX 191 RIGBY, IDAHO

SCAMOA Signs 120-Day Union Contract

LOS ANGELES—Climaxing months of negotiation and a series of rapid-fire meetings, 100 members of the Southern California Automatic Music Operator's Association signed a joint skeleton contract with the International Brotherhood of Electrical Workers and the Teamsters' Union.

Life of this tentative agreement is 120 days. On April 15 a regular annual contract will be worked out.

Salient points of the proviso are as follows:

1. Present wage scale and work week will continue in effect.
2. Coinmen doing electrical work will be under the jurisdiction of I.B.E.W.; those doing hauling will be under the Teamsters' helm.
3. Every member is to register name and address of every location with both union and association.
4. Any points of disagreement arising between the I.B.E.W., Teamsters' or operators will be submitted to a board of arbitration.

The I.B.E.W. dropped its initiation fee from $150 to $25 until January 1; after that the stipend will be $150. Association's initiation fees are following the same pattern.

Object of the temporary contract is to allow operators to stabilize their business now that "bumping" of locations is out, and to provide both association and union with opportunity to draw up wage and hour provisions and other stipulations in line with current operating conditions.

Only non-union, non-association members' spots will be open for competition. If a non-union operator moves in on a unioner and the location refuses to make the switch-back, the place will be picketed and deliveries of supplies will cease.

If a location desires an operator's equipment to be removed because of poor service, an investigating committee will decide on the case. This committee is now being formed and will probably consist of three operators who will rotate every month or two.

In the event a new location opens, a policy of "first come, first served" will govern. The location owner will sign a slip provided by the operator, and after that, no one can oust him except on inadequate service—and then only after proper hearing.

Operators have the choice of setting commissions at 70-30 on nickel play or 50-50 on dime play and of retaining any locations now on 50-50 nickel play if they so desire—provided they list them with the association.

The committee, appointed by SCAMOA members to negotiate the contract with the operators, consisted of: E. Jay Bullock, G. M. Arraj, Sam Ricklin, Jack Gutshall, Tom Catana, W. Laymon Lee, E. S. Trimble, Grant Monroe, H. M. DeGovia, and Joe Levin.

Fragile Female Lands 680-Pound Tuna

BUFFALO—This month's paradox: The poor, weak, melting female may have to call upon the muscular male to move a typewriter from one desk to another, but she can play a 680-pound fish for three hours without feeling a twinge.

That's what happened to Madeline Collins of Lew Wolf Enterprises, local distributor. The coin gal vacationed to Nova Scotia for some fishing and hooked the giant tuna. After a three-hour wrestle, she called upon her boy friend and a guide for aid. Another three hours elapsed before the whopper was whopped.

Pop. Poll

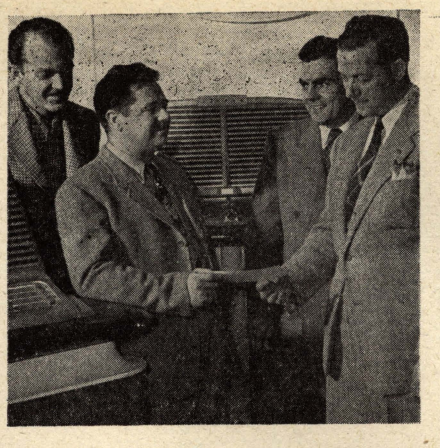
December, 1946

On Phonographs—

1. Ole Buttermilk Sky
   Kay Kyser—Columbia
   Helen Carroll—Victor
2. Rumors Are Flying
   Frankie Carle—Columbia
   Billy Butterfield—Capitol
3. Old Lamplighter
   Sammy Kaye—Victor
   Hal Derwin—Capitol
4. The Things We Did Last Summer
   Georgia Gibbs—Majestic
   Vaughn Monroe—Victor
5. The Whole World Is Singing My Song
   Harry Cool—Signature
   Dennis Day—Victor
6. Five Minutes More
   Tex Beneke—Victor
   Phil Brito—Musicraft
7. Zip-A-Dee Doo-Dah
   Johnny Mercer—Capitol
   Sammy Kaye—Victor
8. You Keep Coming Back Like A Song
   Dennis Day—Victor
   Dinah Shore—Columbia
9. I Love You (For Sentimental Reasons)
   King Cole Trio—Capitol
   Ella Fitzgerald—Decca
10. To Each His Own
    Freddy Martin—Victor
    Eddy Howard—Majestic

On Radio—

1. Ole Buttermilk Sky (Kay Kyser)
2. The Old Lamplighter (Sammy Kaye)
3. Rumors Are Flying (Frankie Carle)
4. I Love You (For Sentimental Reasons) (Eddy Howard)
5. The Things We Did Last Summer (Frank Sinatra)
6. Five Minutes More (Frank Sinatra)
7. The Whole World Is Singing My Song (Les Brown)
8. To Each His Own (Eddy Howard)
9. Zip-A-Dee Doo-Dah (Johnny Mercer)
10. September Song (Dardenelle Trio)



Friday the 13th was a lucky day for all concerned here as Nathan ("Nate") Redwin, Los Angeles music operator (second from left) hands a check to Ray Powers, Los Angeles manager of the E. T. Mape Distributing Co. office, for 25 Aireon Electronic phonographs. Looking over Redwin's shoulder is his service man, Lee Simmons, with Ed Wisler, Aireon Western District sales manager, passing out the "congrats." Redwin has been operating just a little over six months, and this was his first step into Aireon—a big one.

On Wired Music—

1. Ole Buttermilk Sky
2. Rumors Are Flying
3. Zip-A-Dee Doo-Dah
4. Old Lamplighter
5. The Things We Did Last Summer
6. The Whole World Is Singing My Song
7. I Love You (For Sentimental Reasons)
8. You Keep Coming Back Like A Song
9. September Song
10. Five Minutes More

Best Selling Records—

1. Ole Buttermilk Sky (Kay Kyser)
2. Rumors Are Flying (Frankie Carle)
3. Old Lamplighter (Sammy Kaye)
4. I Love You (For Sentimental Reasons) (King Cole Trio)
5. Huggin' and Chalkin' (Hoagy Carmichael)
6. In The Cool Of Evening (King Cole Trio)
7. I Guess I'll Get the Papers (Hal Derwin)
8. Choo Choo Ch'Boogie (Louis Jordan)
9. Five Minutes More (Frank Sinatra)
10. To Each His Own (Eddy Howard)

Western Hit Parade—

1. Divorce Me C. O. D. (Merle Travis)
2. Rainbow At Midnight (Ernest Tubb)
3. When You Leave Don't Slam the Door (Tex Ritter)
4. Have I Told You Lately That I Love You? (Foy Willing)
5. Filipino Baby (Ernest Tubb)
6. That's How Much I Love You (Eddy Arnold)
7. Freight Train Boogie (Delmore Brothers)
8. Shut That Gate (Ted Daffan)
9. California Polka (Tex Williams)
10. Stay A Little Longer (Bob Wills)

Sepia Hit Parade—

1. Hi-Jinks Blues (Buddy Banks Sextette) Excelsior
2. Sunny Road (Johnny Moore's Three Blazes) Exclusive
3. The Xmas Song (King Cole Trio) Capitol
4. Tanya (Joe Liggins) Exclusive
5. Choo Choo Ch'Boogie (Louis Jordan) Decca
6. Fluffy's Debut (Buddy Banks Sextette) Excelsior
7. I Love You For Sentimental Reasons (King Cole Trio) Capitol
8. R-M Blues (Roy Milton) Juke Box
9. After Hours (Erskine Hawkins) Victor
10. Gotta Gimme Watcha Got (Julia Lee) Capitol

Berger Moving

NEW YORK—Harry Berger, president of West Side Distributing Corp. and Coin Diathermy Corp., has announced that both organizations will move into their new home at 10th Ave. and 49th St. during the week of January 13.

Thank You

AIREON MFG. CO.

FOR THE ULTRA-MODERN AIREON
THAT HAS WON NATION WIDE ACCLAIM
FOR ITS BEAUTY OF DESIGN
AND PERFORMANCE

Call on us for parts or service regardless of where you purchased your Aireon.

SHOWALTER DISTRIBUTING CO.

Distributor So. Calif. and Southern Nevada

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PHONE SANTA ANA 6991
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3745

COMO LO VEMOS DESDE AQUÍ

Resumen de los sucesos importantes en la Industria

Por B. J. McManus

Condiciones actuales

Paralizada por unas semanas a causa de la huelga de los mineros de carbón, la industria ya está recuperando. Con tal de que no surjan otras huelgas, parece que estamos en vísperas de una era de producción máxima.

Reunión de la CMI

Por todas partes se oye la pregunta, "¿Asistirá usted a la exposición?" Se refiere a la exposición y reunion de la CMI (Coin Machine Industries, Inc.) que se verificará en Chicago el 3 al 6 de Febrero. Debido a la guerra, ésta será la primera exposición nacional en seis años.

Ciento veinte fabricantes exhibirán los productos de sus talleres en los 219 puestos de exhibición. De las 120 empresas, 21 se dedican a la manufactura de vendedores automáticos. El señor James Gilmore, secretario de CMI, dice que no hay bastante puestos en las salas de exhibición del Hotel Sherman, sitio en donde se celebrará la reunión, para todos los manufactureros que los han pedido. Por eso es probable que en 1947 la asociación escoja un sitio más grande.

Se dice que Spike Jones, bien conocido líder de la banda popular The City Slickers, está componiendo una canción especial para celebrar la ocasión.

Fonógrafos automáticos

Siguiendo el ejemplo de AMI, Incorporated (Véase THE REVIEW, Noviembre 1946), la compañía Rudolph Wurlitzer se ha declarado en favor de una alza en los precios de funcionamiento de los fonógrafos automáticos. Por sus distribuidores, Wurlitzer pondrá a la disposición de los operadores los avíos de conversión. También está publicando anuncios en varias revistas para explicar al público la necesidad del alza.

Recientemente en Kansas City, Kansas, los oficiales de la Aireon Manufacturing Corporation se reunieron para presenciar la salida de las líneas de producción del fonógrafo número 10,000. El primer fonógrafo Aireon salió de la fábrica hace seis meses. Sandler Distributing Company de Des Moines, Iowa, recibió el fonógrafo número 10,000.

Discos

De su oficina en Kansas City, Missouri, viene el anuncio de Cadet Records de que va a hacer sus discos de un material nuevo. Se llama *Perma Groove*. La empresa rehusa divulgar los ingredientes de dicho material pero asegura que se puede usar un disco hecho de *Perma Groove* 1,100 veces en un fonógrafo automático con brazo de tono de peso ligero o 500 veces con brazo de tono de peso cargado o 1,500 veces en los fonógrafos que se usan en el hogar.

En Nueva York se ha anunciado el nombramiento de Modern Music Company como exportador oficial de Discos Vogue. Los pedidos para Discos Vogue llegan de Europa, China, la Unión Sudafricana, y la América del Sur.

Juegos

Bally Manufacturing Company está fabricando un nuevo juego automático que se llama *Midget Racer*. Es una pista fingida en que corren los automóviles chicos impulsados por las cinco bolas que tira el jugador.

Baffle Card es el nuevo juego automático de pasatiempo de D. Gottlieb y Compañía.

Durante el mes pasado en Chicago se verificó la sesión anual de la National Association of Amusement Parks, Pools and Beaches (una asociación nacional de dueños de carnavales y parques y playas de pasatiempo). En las salas de exhibición había muchas máquinas automáticas de tipos nuevos.

Electronic Amusement Corporation de Rochester, Nueva York, exhibió su *Remote Turret Gunner*, juego automático de pasatiempo. Tiene una batería de tres torrecillas B-29 que funcionan con la inserción de diez centavos.

Aerobatic Flight Instructor (nombre de la compañía fabricante y del juego) simula el manejo de un avión y da la impresión de un vuelo verdadero. El jugador se sienta delante de una pantalla y maneja el timón de dirección. Trata de mantener en la pantalla una película en colores de la tierra. La película está coordinada con la manipulación de la máquina.

Electro Games Company presentó un juego automático de boliche, *Bowl-a-Line*. Aunque es pequeña (119.38 x 152.4 x 45.72 cms.), la máquina da un buen facsímile del juego de boliche. El jugador coge la bola, que está encajada en la máquina, y apunta. La máquina funciona cuando el jugador apriete la bola.

Radios

A. B. T. Manufacturing Company, 715 North Kedzie Avenue, Chicago, Illinois, acaba de perfeccionar un registrador de tiempo, controlado por la inserción de dinero, para radio. El instrumento pesa 2½ libras y sus dimensiones son 17.75 x 8.89 x 6.985 cms. Se puede adaptarlo para que reciba monedas de 10 centavos, por media hora de entretenimiento, o monedas de 25 centavos por dos horas de diversión. Se iniciará la producción del registrador en seguida.

Coradio Company de Nueva York está produciendo aproximadamente 500 radios automáticas la semana. La máquina tiene cinco tubos, un registrador de tiempo que permite dos horas de uso por 25 centavos, un altoparlante de 12.7 cms., una cerradura impenetrable, y caja de acero. Se puede ponerla en la pared o en una mesa. También la empresa tiene proyectada la producción de una radio automática con televisión.

Alambre registrador

Armour Research Foundation del Illinois Institute of Technology anuncia que los sistemas de hacer una impresión fonográfica en hilo metálico aparecerán en el mercado en cantidad algo grande en 1947.

Armour es posesor de todas las patentes básicas para aparatos grabadores y magnéticos de sonido.

Al presente hay 26 empresas norteamericanas licenciadas para la fabricación del equipo. Todos esperan estar en producción en Enero. También hay 10 empresas con licencias para la manufactura fuera de los Estados Unidos del Norte.

Vendedores automáticos

En el Aeropuerto Municipal de Chicago la Automatic Canteen Company ha puesto en operación un vendedor automático de *sandwiches* calientes. Empleando calefacción electrónica, la máquina prepara y entrega un *sandwich* en 20 segundos. Caben 250 *sandwiches* en la máquina.

El señor Lewis Leverone, presidente de Automatic Canteen, dice que pronto estará en operación un vendedor automático de café caliente.

Exportación

En Agosto fueron exportadas 1,510 máquinas automáticas con un valor de $301,098. (El valor de la exportación de máquinas automáticas en Julio fué $142,666.) Los compradores eran el Canadá, México, Cuba, Venezuela, El Salvador, Guatemala, Bélgica, Colombia, Panamá, la Argentina, la Unión Sudafricana, las Isles Filipinas, las Bahamas. Bélgica compró 10 fonógrafos automáticos y así recibió el primer embarque importante de máquinas automáticas enviado a la Europa continental después de la guerra.

El Canadá compró 1,110 máquinas: 297 fonógrafos automáticos, 288 vendedores automáticos, 425 juegos automáticos. México compró 59 fonógrafos, 6 vendedores y 14 juegos—total de 79 máquinas. Cuba compró 72 máquinas: 66 fonógrafos y 6 juegos.

Aquí tienen ustedes los datos estadísticos publicados por el Departamento de Comercio:

601	fonógrafos automáticos	$237,511.
294	vendedores automáticos	9,901.
615	juegos automáticos	53,686.
1,510	máquinas automáticas	$301,098.

Gutshall Displays Packard

LOS ANGELES—The new 1947 Model 7 Packard *Pla-Mor* phonograph is now on display in the showrooms of the Jack Gutshall Distributing Co., along with the Model 400 hideaway, the 1000 speaker and the *Pla-Mor* remote control box.

"Reactions to the new phonograph are terrific," related Jack. "Operators are pleased with what Homer Capehart has developed for them. They see in the Model 7 the very answer to all of their operating needs for here is a phonograph built by past-masters of the automatic music business, to please patrons and make money for operators."

Gutshall has added the recordings of T. Texas Tyler in his Record Division. Several new numbers by this western favorite, as well as all his previous releases are now available. "And we're selling 'em on a money-back guarantee," declared Gutshall. "These records will outlast all others on the automatic turntables and we're going to prove it to the boys."

AMI Shipping Mechanism Items

CHICAGO—AMI, Inc. has entered the mechanism production field with a terrific splash. They are now shipping five new items: selective play mechanisms only; continuous play mechanisms only; selective play mechanisms in hideaway cabinets (with amplifier); continuous play mechanisms in hideaway cabinets (with amplifier); and continuous play mechanisms in hideaway cabinets (without amplifier).

Lemke Takes Over Arcade

DETROIT—Distributor Henry C. Lemke has entered the arcade business with the purchase of the Belle Isle Amusement Center here. It is being operated under the name of Henry C. Lemke Co. George Rambaum has been named general manager.

LOS ANGELES
See
Wm. R. Happel
or
W. E. Happel

BADGER'S BARGAINS

MILWAUKEE
See
C. A. Happel
or
H. E. Reimer

OFTEN A FEW DOLLARS LESS SELDOM A PENNY MORE

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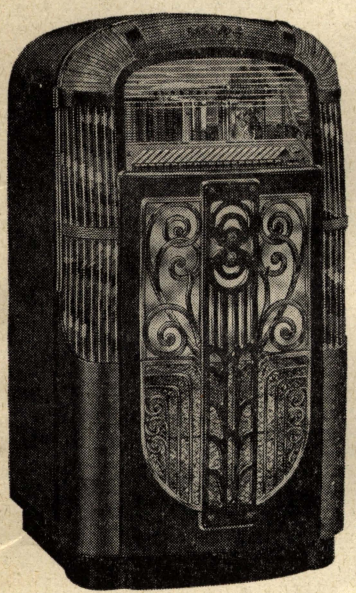
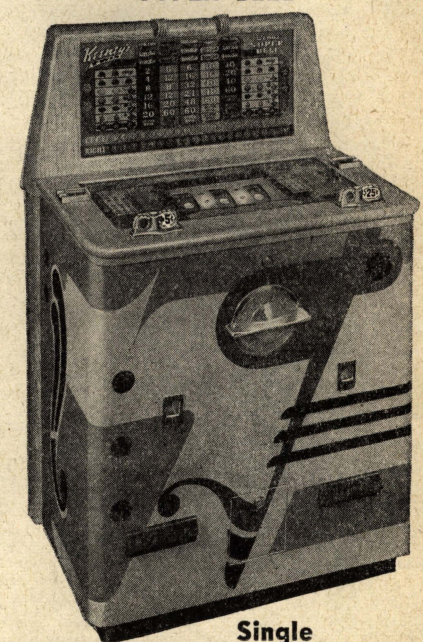


IMMEDIATE DELIVERY

KEENEY SUPER BELL, 5c F.P., P.O.	$199.50
KEENEY SUPER BELL, 10c F.P., P.O.	224.50
KEENEY SUPER BELL TWIN, 5c-5c, F.P., P.O.	350.00
KEENEY SUPER BELL TWIN, 5c-5c, P.O.	275.00
KEENEY SUPER 4-WAY, 5c-5c-25c-25c	395.00
KEENEY SUPER BELLS, 25c-25c-25c-25c	395.00
KEENEY SUPER BELL, 25c, F.P., P.O.	224.50
KEENEY SUPER TWIN, 5-25c, P.O.	295.00
KEENEY SUPER 4-WAY, 5c-5c-5c-25c, P.O.	395.00
KEENEY SUPER 4-WAY, 5c-5c-5c-5c, P.O.	375.00
KEENEY SUPER 4-WAY, 5c-5c-10c-25c	395.00
WATLING BIG GAME, 5c, F.P.	89.50
JENNINGS SILVER MOON, 25c, P.O.	149.00
JENNINGS BOBTAIL, 5c, F.P.	89.50
JENNINGS SILVER MOON, F.P., P.O.	189.50
MILLS THREE BELLS, 5c-10c-5c	495.00
MILLS THREE BELLS, 5c-10c-25c	595.00
MILLS FOUR BELLS, Orig. Heads, 5c-5c-5c-5c	275.00
MILLS FOUR BELLS, Orig. Heads, 5c-5c-5c-25c	295.00
BAKER'S PACERS, Late Daily Double	199.50
BALLY CLUB BELLS, F.P., P.O., 5c	149.50
BALLY CLUB BELLS, F.P., P.O., 25c	159.50
BALLY SUN RAYS, F.P., 5c	119.50
BALLY SUN RAYS, F.P., 25c	129.50
PACE REELS, Late Models, 5c, P.O.	89.50
PACE SARATOGAS, Late Models, 5c, P.O.	89.50
JENNINGS FAST TIME, P.O.	69.50
MILLS FOUR BELLS, Late Heads, 5c-5c-5c-5c	375.00
MILLS FOUR BELLS, Late Heads, 5c-5c-5c-25c	395.00
EVANS LUCKY LUCRE, 3-5c, 2-25c	199.50
EVANS LUCKY LUCRE, 5c-5c-5c-5c	125.00
PACE TWIN REELS, 5c-10c, P.O.	295.00
BALLY ROLL 'EM, 5c, P.O.	124.50
BALLY HI HANDS, 5c, F.P., P.O.	139.50
BALLY HI HANDS, 25c, F.P., P.O.	149.50
PACE REELS, Late Model, 10c	169.50
PACE REELS, Late Model, 25c	189.50
MILLS JUMBO, Late, F.P., P.O.	149.50
MILLS JUMBO, 5c, Late, P.O.	99.50
MILLS JUMBO, 5c Late, F.P.	99.50
MILLS JUMBO, 5c, Orig. Head	79.50

KEENEY'S BONUS SUPER BELL



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Twin Models and 3-Way's
Immediate Delivery

PHONOGRAPHS

WURLITZER MODEL 950	$550.00
WURLITZER MODEL 750E	550.00
WURLITZER MODEL 780E	495.00
SEEBURG 8800 NEW ROCK-O-LITE, RC., E.C.	450.00
WURLITZER MODEL 850	550.00
ROCK-OLA SUPER NEW ROCK-O-LITE	395.00
SEEBURG CLASSIC NEW ROCK-O-LITE	395.00
SEEBURG REGAL NEW ROCK-O-LITE	375.00
ROCK-OLA IMPERIAL NEW ROCK-O-LITE	245.00
ROCK-OLA MODERNE SPEAKER	39.50
MILLS THRONE NEW ROCK-O-LITE	285.00
ROCK-OLA COMMANDO	425.00
ROCK-OLA SPECTRAVOX, Playmaster	350.00
ROCK-OLA PLAYMASTER	295.00
ROCK-OLA STANDARD NEW ROCK-O-LITE	375.00
ROCK-OLA MASTER NEW ROCK-O-LITE	375.00
ROCK-OLA SPECTRAVOX (only)	50.00
WURLITZER MODEL 500	375.00
WURLITZER VICTORY 500	395.00
WURLITZER MODEL 616 NEW ROCK-O-LITE	225.00

RECONDITIONED SLOTS

BLACK CHERRY BELLS, 5c	$219.50
BLACK CHERRY BELLS, 10c	229.50
BLACK CHERRY BELLS, 25c	234.50
MILLS BLUE FRONTS, 5c (Refinished)	149.50
MILLS BLUE FRONTS, 10c (Refinished)	169.50
MILLS BLUE FRONTS, 25c (Refinished)	179.50
MILLS GOLD CHROME, 5c	175.00
MILLS GOLD CHROME, 25c	225.00
JENNINGS CHIEF, $1.00	495.00
MILLS BROWN FRONTS, .5c (Refinished)	159.50
MILLS BROWN FRONTS, 25c (Refinished)	179.50
MILLS EXTRAORDINARY, 10c	149.50
MILLS EXTRAORDINARY, 25c	159.50
NEW MILLS VEST POCKET BELLS	74.50
PACE NEW 50c CHROME	510.00
PACE NEW $1.00 CHROME	635.00
MILLS VEST POCKET (Refinished)	49.50
NEW BOX SLOT STANDS	27.50

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Los Angeles

December 1946 has had the dubious distinction of being perhaps the worst business month for several years. The coal strike, the freight embargo, the shortage of equipment, the channeling of funds into Christmas shopping, and the general discontent over the excessive cost of merchandise laid a heavy hand over Coin Machine Row.

Confidence, however, is mounting in the face of these adverse conditions and there are definite signs that not only is the worst over, but that the next few months will see conditions far improved. Shipments of postwar cigarette machines and phonographs, for instance, are beginning to trickle along, the abolishment of most OPA controls promise a more plentiful supply of materials, and many new coin-controlled devices are taking the public's fancy.

One sure indication that things are due for a quick pick-up is the appearance once more in our midst of the typewriter and cash register salesmen. These boys have been doing a bang-up selling job up and down the Row, and you won't see any crepe on their noses. If some of their enthusiasm and genuine merchandising determination were conveyed to the inhabitants of the Row . . . it would be a *good thing.*

As Edward W. Wilkes at Paul Laymon's says, "Things aren't as bad as some people complain. But if you really want things to be bad, just keep talking about how bad you think they are. As far as we're concerned, conditions are good—and they're going to be a lot better . . . *soon.*"

Nels Nelson's office is one of the places gloom never seems to show its face. Nels has what he is convinced is a leader in automatic music, Aireon, and the machines assigned to him aren't gathering any dust in the showroom. Nels has been handing out some handsome cigarette lighters to his friends for Christmas—and his own holiday spirits are the best, since he has had delivery on a brand new Hudson sedan.

Vance Popelka, parts manager for E. T. Mape, has been in Stockton during opening of the office there and is now back in the Los Angeles office, according to Ray Powers, who recently returned from a trip to Sacramento, the Bay City, and his snowbound cabin at Lake Tahoe.

Ernie Graham's repair business in Glendale has been taken over by Earl E. Stevens and Richard A. Hodgson, both of whom are experts in this type of repair work and have a wide acquaintance among Southern California coinmen. Ernie's father H. R. Graham will continue active with the firm and will specialize in making parts.

Clark Distributing Co. held a preview showing of the new Wurlitzer Colonial Model 1080 phonograph at the Chapman Park Hotel on December 8. W. H. Schetter reports that about 80 franchise operators attended and were extremely well pleased with the new machine.

Paul Johnson, local music operator who had a serious automobile accident the latter part of November and suffered a broken collar bone and several broken ribs, is well on the road to recovery.

Fred Kohler, well-known operator in this territory, who has been ill for some time, underwent an operation early in December and is said to be much improved.

Solotone Corp. is readying equipment for the Chicago show and will have a large display space for *Solotone* and two other "surprises," according to Bud Parr.

Nancy McLaren has taken over the job so long held at General Music by Rudy Pratt. Nancy is very easy on the eyes—which accounts for the remarkable number of operators who have taken to dropping in at General Music on the slightest pretext.

Last month we reported a rumor that Harry Marcus would take over the showroom space occupied by Jimmy Rutter and use it as distribution point for Bally parts. We wish to correct an impression some readers gathered that Marcus handles Bally parts exclusively. Bally parts are only a small percentage of the wide variety of parts handled by Marcus.

Frank Navarro says that Aireon deliveries are getting bigger all the time and that sales are constantly mounting. Many new operators are coming into the field, according to Navarro, and the majority, having thoroughly investigated all automatic phonographs, are definitely Aireon-minded.

Two new employees have been added to the staff of Badger Sales. J. S. Duarte, who hails from Brazil and has had years of experience in the coin machine business throughout South America, is export manager in charge of the firm's rapidly expanding business with Latin American coinmen. Rosita Miranda, of Puerto Rico, is Duarte's very efficient and charming secretary. "Bill" Happel says that both are valuable additions to his staff at his spacious new headquarters, 2251 W. Pico Blvd.

George Ehrgott of Mills Sales has returned from a trip to Palm Springs, the San Bernardino area and Nevada and is spending the holidays in San Francisco and Oakland. The local office has been enlarged with the completion of another showroom.

Thieves recently broke into the Mills office and looted the cash register, then proceeded down to Mac Sanders' place, smashed the glass in the front door, and picked up some odd change, leaving a trail of blood on the floor.

W. E. Simmons is expecting to receive a sample of the new Packard *Pla-Mor* floor model phonograph around Christmas and also is making tentative plans to attend a Packard sales meeting in Indianapolis. He only recently made a flying trip through Arizona and Utah visiting Packard *Pla-Mor* distributors, jobbers and operators.

Jack Leonard of Badger Sales is a pappy again and is spending the night shift pacing the floor with baby Gary, born December 3. Gary tipped the scales at 7 pounds 2½ ounces when he came into this world. Mother Dorothy and sister Terry, aged 4½, are very proud.

Dannie Jackson and Sam Donin of Automatic Games are expecting a large shipment of new and used Bells and invite their friends to drop in to see some choice equipment.

Mike Holbert of Minthorne Music has been doing a thriving business with the 'teen-agers. Firm has been renting Seeburg phonographs, complete with records, for kids' parties. Charge is $25 a night.

Jean and Dolores Minthorne have a Seeburg show scheduled for Los Angeles on January 13 and for Phoenix on the 17th. Purpose of the show is to demonstrate the new Seeburg model "*1-47*" and to explain how the "*1-46*" can be converted to a "*1-47*" for only $75 and 15 minutes work. Discussion also will be held on the new 10-cent coin chute.

Ken Brown of Coinmatic has purchased a new North American Navion personal airplane and is making a lot of flights out of town.

Jack Olsen says that Shipman Mfg. Co. will have six new machines on display at the Chicago Coin Machine Show: a 5-cent almond vendor; a 1-cent peanut machine; a stamp vending machine; a de luxe 5-cent picture machine showing third-dimensional 35-mm. film; a 1-cent picture machine; and a razor blade vending machine. Firm has a big stock of new stamp vending machines and is able to make immediate deliveries in large quantity lots.

Elky-Ray expects to establish quarters of Gold Coast in the new building at 2848 W. Pico shortly after January 1. Ray will have a space 15 by 65 feet in size for showroom and office and will continue to act as exclusive So. Calif. and Arizona distributor and jobber for Gottlieb products.

The Associated Operators of Los Angeles County and Fred Reilly also will take occupancy of the rest of the building at about the same time.

A very large number of Los Angeles coin machine people will attend the show in Chicago. Among those planning to be on hand are: Mr. and Mrs. Paul Laymon, Aubrey Stemler, Irving Gayer, Leonard Micon, Nick Carter, Jack Gutshall, W. E. Simmons, Wm. R. Happel, Wm. E. Happel, Jack Leonard, E. T. Mape, Vance Mape, Leonard Baskfield, Ray Powers, Nels Nelson, Bud Parr, B. C. Beyer, Frank Navarro, Max Thiede, Curley Robinson, Dave Boran, Leon Rene, Dannie Jackson, Sam Donin, Cliff Blake, Bob Stark, W. H. Leuenhagen, George Ehrgott, A. H. Bouterious, W. H. Taylor, Fred Samdbrig, Dick Eggleston, and Frank Ferree, of the other Mills Sales offices), E. C. McNeil, H. O. Heddergott, A. V. Shipman, Jack Olsen.

The parade of operators never seems to end at Paul A. Laymon, Inc. Each month more and more operators put it on the dotted line for equipment and supplies. Checking in recently were Perry Irwin, Ventura; Paul Sullivan, Carlsbad; L. J. Bandauer, Bishop; Carl Fisher, Inglewood; Frank Mathews, Hanford; Orville Britian, J. A. Ewing, Alex Koleopolus and Fred Allen, Bakersfield; Dick Sharp, Santa

OPERATORS—HERE'S REALLY A "HOT" ITEM

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FIRST ROLL DOWN LEGAL GAME SINCE THE WAR

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Ana; Jack Arnold, Barstow; Lloyd Barrett, Pomona; W. H. Shorey, Stuart Metz, Carl Collard, San Bernardino; R. H. Causey, Bell; Charles Petticord, Santa Ana; Harry Williams, Santa Monica; C. Ellison, Lancaster; Anton Jeppeson, Maywood; and J. A. Stewart, Salt Lake City.

On the Packard front Bill Simmons reveals that sales are particularly brisk. In San Francisco D. H. Osborn has been busy preparing for his first carload shipment of *Pla-Mor* merchandise which he ordered while in French Lick at the International Convention. C. D. Kemp, Denver, district manager for Packard, topped all highs in November in the sale of Packard products. Saviers Electrical Products Corp., Reno, old timers in the coin-controlled music field, have been granted a franchise by Packard for Nevada. Firm started off with a two-carload order. Saviers flies his own Beachcraft plane and covers Nevada each week.

Ben Korte, local operator, is back from a two-and-a-half-month vacation trip to South America. Ben visited Rio and all points of interest right down to the southern tip of the country.

Al Sleight, Bally regional sales manager, spent a week here confabing with Paul A. Laymon on Bally products.

A mighty lucky girl is Mrs. Jack Gutshall. Recently when an operation became necessary, Jack made an immediate reservation at St. Vincent's, had the chore performed and she was up and around the day following—somewhat of a record following a major operation. Evelyn left the hospital on Friday the 13th, which should add double luck for her.

* * *

The radio will never entirely replace the newspaper because you can't swat a fly with a radio.

Seattle

Despite the seasonal last quarter slump, aggravated by a Maritime snarl and threat of a national freight embargo, local coinmen are looking forward to 1947 as potentially the best year in history.

Timely end of the national coal strike injected cheer, and the proposed stringent curtailment of shipments did not materialize. Record distributors especially were happy at the strike's end, for shipments remained on a fluid basis, and they were happily on their way to the biggest holiday grossings of all time.

The Maritime tie-up is set for an early settlement, and local coinmen feel that after the Chicago convention, they can uncork 1947 with a bang.

From Spokane, Clarence M. Livingston, chairman of the Lions club operations committee, reported that gum machines owned by the club have produced an income of $10,000 in the five years they have been operating. The Lions have 15 gum machines in operation, and part of the profits from the machines have been used in a vocational guidance program sponsored by service clubs, from which more than 1,100 students have benefited.

COVERING COIN ROW IN A WILLAWAW—A willawaw, friends, is not a rig to ride in. A willawaw is a gusty, bone penetrating wind which comes from all directions at once. Native to the frigid Alaska Aleutian Islands, we don't know how this one got to Seattle. Anyway, it served to keep most coinmen at home where we could find them, so you see it's an ill wind and so forth that doesn't do something noteworthy.

John Michaels, headman at Pla-Mor, was on his way to Yakima. Members of his staff were not certain if he was dodging the local weather, or was going on business. One gentleman advanced the theory that he was selling automatic hobby horses, but Vic Abdo, busy punching an adding machine with one finger, discredited that idea. We have an idea that Yakima and vicinity will be sporting several new Packard units soon.

Andy Huffine, Decca manager, had a long distance call wrapped around his neck, so Ralph Yost, his genial assistant, gave us the word. Ralph says this is the biggest month ever, and that amazing platter of Bing's, *White Xmas*, is going like mad; bigger than ever. Lu Barry, sharp counter gal, was expertly servicing Bob Farrell, Skagit county operator, who was trying on some new records for size.

Earl Everett, of Seattle Coin Machine, is in Milwaukee to look over the new *Shine-A-Minit*, reported to put a mirror gloss on a set of shoes in one minute flat. Sam Grossman, of the same organization, says they have the Washington and Idaho territory for the new machine, and it will do everything a shoe-shine boy does, except . . . accept a tip.

When you open the front door at Sterling Tobacco Co. you are greeted by a full sized, old-fashioned wooden cigar store Indian, complete with upraised tomahawk. He is a tough looking character, but in order to bolster Yuletide spirits around Sterling, somebody put a Santa Claus mask, with long flowing white beard, on the redskin. Now if they could get him to drop that tomahawk, everything would be swell.

Cliff Berderson, manager of the vending machine division, told us about the various taxes on ciggies in this state of Washington. Besides absorbing the recent ½-cent national up in prices, he must pay a 2-cent

state tax, 2/3-cent sales tax, ¼-cent state biz tax, and 1/10-cent city biz tax. No wonder that wooden Indian is wearing a Santa Claus mask.

Major business transfer of the month was a $20,950 deal consummated by Chelin Music Distributors, handling *Melody Lane*. Innocentino Riccetti, who could not be reached at press time, will be the new *Melody Lane* headman.

At Century, Mickey McMillan was busy announcing platters over a trim *Musicale* unit. Mickey, ambitious gal, attends morning classes at the University of Washington, and spends her afternoons as a platter jockeyess.

Chet Garton, M. S. Wolf manager, is looking forward to the Chicago convention next month, as is Solly Solomon of Western Distributors, and many other Seattle coinmen. There is a feeling among local distributors that the convention will pull the lid off many new business stimulators that should revitalize the entire industry.

Bob Martin, Capitol manager, says December will be the best month since the opening of the Seattle disc branch one year ago. The heavy snow slowed things to a canter in November, but as warm weather returned, record sales galloped along at a sizzling pace. Harold Berger is new on the sales staff, and will soon be out among 'em, after some preliminary training.

According to Frank Countner, the Allied Phonograph Operators have discontinued their regular monthly meetings, and now huddle only when there is a matter of some importance clamoring for attention.

At Acme Amusement, Helen Reed has replaced Doris Evans as head secretary. Helen is new in the coin biz, but she can't miss—she's a nice Miss.

Ron Pepple, topman at Northwest Sales, says his *Changemaster* is going great, and although the boys who put that scintillating chrome plating on the changers were slowed down a bit recently, the output is now stepped up to where he can take care of orders.

Alice Riplinger, attractive stenographer who has been with Ron for three and a half years, is to be married January 7. Ron says the lucky gent is Jim McKeegan. It will be tough to fill Alice's chair at Northwest.

Putt Kincaid, on the road for Northwest Sales, is covering Southern Idaho, and results are gratifying.

Bert Beutler, Jack Moore manager, and Bill Alsdorf, sales manager, are back in town after attending the Seeburg convention in Chicago. Bert and Bill joined the Portland delegation on the way to Chi, arriving there by train. While at the convention, the coal strike settled on the East like double pneumonia, and Bert and Bill flew back.

Visitors at Jack Moore's during the month: H. M. Roberts and Bob Boyson of Centralia were in and reported that their new operation was going good. Bob Farrell checked in from Oak Harbor, and V. T. Beason, who recently acquired several new Seeburgs for Puyallup. Other visitors were: George Austin, Pasco; Ted Brower, Grays Harbor; Ralph Alger, High-Tone, and several operators from Alaska.

According to Bill Alsdorf, operators are happy over Seeburg's new policy whereby the 1947-48 models will be identical to the 1946 models with the exception of new trim and flash, which may be added to a '46 model at small cost. In line with this model economy, Seeburg is sticking to five-cent play, Alsdorf said.

Jack Howlett was busy working on his electronic speaker, which looks like a honey. The units are built around a 15" diaphragm, and Jack says when the music comes out of that attractive case, nothing is missing.

At Puget Sound Novelty, Dan Yocum and Ted Allen, shopmen, were making with the hammer, crating up some *Red Dot Specials* for delivery. Lyle Tenney, floor manager, says the *Red Dots* are going better than expected; in fact, they are so hot that steady play has burned up the innards of a couple of them. Lyle says the liberal pay-off and those fascinating wheels dood it. George Preece, parts foreman, says parts are coming through pretty good. Carl Selk is a new man in the paint shop.

Dave Montgomery, shop foreman, will be lonesome Christmas, as Mrs. M. is off for California to visit son Robert, now with the Marines, and formerly with Puget Sound here. Ralph Fletcher was added to the shop forces last month.

Visitors checking in at Puget Sound recently were: Roy Ritner, Shelton; Dans and Compton of Cle Elum; Robert Goodwin, Forks; M. R. Strong, Ruby Amusement of Port Townsend; H. J. Lister, Vancouver, and Earl Stump, Skagit county.

George Schnabel threw a Christmas shindig for the entire Puget Sound staff, and selected the Sand Point Country Club as the site of the festivities.

Dorothy Buser and Margaret Harrington, veddy charming young ladies, serviced us with a swell cup of coffee and a delicious hunk of roll from Puget Sound's coffee bar. A good idea, *a good idea*, that coffee bar, especially with willawaws blowing the Seattle countryside to shreds.

Oh, yes, Al Crow, M. S. Wolf foreman, is a brand new papa, an 8½-pound bundle of joy coming via the stork to Crow's house last week.

And speaking of new babies—remember last month I promised to tell you about the immediate ancestry of a precious little one just born to some coinman? The proud father is Arnold Salkin, the little girl's name is Karren Lee, 6 weeks. Salkin is the proud papa of a new business, too, because he has just purchased the King Music route from Kenneth Bozley; a $32,000 deal!

Michael Clary

CMI to Award Cadillac For Best P. R. Job

CHICAGO—Are you a manufacturer, distributor, jobber or operator? Or are you employed by a coinman or coin company?

Then you are eligible to try for the new Model 61 Cadillac to be awarded by CMI at the February 5 banquet in the Stevens Hotel.

The glittering hunk of costly metal is to be presented to the man who has done the best job of public relations during 1946.

"All you have to do," says James T. Mangan, director of CMI's Public Relations Bureau, "is to write a simple letter stating in detail what you have done during 1946 in a public relations way. Namely: activities aimed at building good will for the Industry in your own community or state or the nation; any new and effective ideas which you started and completed; any crusade which you headed, or any organization, fraternal, social, patriotic or charitable work in which you participated during the past year."

Letter must reach Coin Machine Industries Public Relations Bureau, Room 508, 134 North LaSalle St., Chicago, before January 25, 1947. Entries will be judged on the quality, quantity, and special nature of the work done.

Contest is barred to members of CMI, Coin Machine Industries Public Relations Bureau and the Public Relations Committee of CMI. According to Mangan, this award will be made annually.

Badger Sales to Hold Formal Opening Jan. 15

LOS ANGELES—One of the major events of the month along this town's Coin Machine Row will be the grand opening of the new headquarters for Badger Sales Co., Inc., at 2251 W. Pico Blvd., on January 15. General Manager Wm. E. Happel has sent out an invitation to all coinmen to attend the opening and partake of the refreshments that will be served from 10 a. m. to 10 p. m.

"We are glad at long last to open the doors of our new headquarters," said Happel, "and we believe that our facilities for serving the trade are well worth the wait."

Work on the building was started over a year ago and was delayed by labor and materials. The building contains about 8,000 square feet of floor space and includes four executive offices, bookkeeping office, a foreign department, a big parts department, repair shop with six individual work benches and test panel, and a shipping and receiving department.

Showrooms and offices are equipped with overhead sound-proofing and walnut paneling. There are separate sales floors for new and used equipment and both are large and well lighted to permit display of equipment to the best advantage.

People who have seen the new building in advance of the grand opening have expressed the opinion that from the point of utility and attractiveness Badger Sales has what is probably the best showrooms in this locality.

Phonograph Servicing Simplified by New Device

NEW YORK—A device which reduces trouble shooting by phonograph service men to the very acme of simplicity has been perfected by Allied Electronics Co., Inc.

Called the *Portoscope*, it is now being delivered to the trade. Key mechanism is a cathode ray tube used in radar equipment during the war.

"We developed the instrument to make cathode ray servicing practical for phonograph boxes on location," Ed Hartman of Allied Electronics stated. "It is simple in operation and shows a visual picture of the performance of phonograph pick-ups, amplifiers, speakers, etc. Through the use of *Portoscope*, time required in trouble shooting is reduced to a minimum. Many defects in equipment, difficult to locate otherwise, can be immediately isolated, making it easier for the service man to maintain the equipment in first class order."

Portoscope is light in weight, compact, and priced nominally.

Allied Electronics report that production of their *Ultravox Automatic Record Volume Leveller* has been stepped up to meet the growing demand.

CMI Treats Orphans to Circus

CHICAGO—James A. Gilmore, secretary-manager of CMI, found his family had increased many fold during Christmas week and he seemed pretty happy about it, too.

Jim made special arrangements with the Sister Kenny Fund Committee to take 50 orphans and underprivileged children to the Coliseum International Circus.

Camels Climb Sales Hump

WINSTON-SALEM, N. C.—Third quarter sales of R. J. Reynolds Tobacco Co., amounting to $158,498,210, were 6.2 per cent more than sales for the second quarter of this year and represent a 47.1 per cent jump over 1945's quarterly average.

One of the factors responsible for the uppage in dollar volume was the 25-per-cent-per-thousand price increase authorized by OPA early in April.

BARGAIN Mart

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No General Delivery ads accepted. Send copy, with remittance, to COIN MACHINE REVIEW, 1115 Venice Blvd., Los Angeles 15, Calif.

COIN COUNTERS AND WRAPPERS—
Tubular 1c, 5c, 10c and 25c, guaranteed heavy paper, 65c a thousand in 25,000 lots, 75c single thousand. Accurate Penny Coin Counters, heavy aluminum, $1.50. Belt Pocket, 2 for 50c postpaid. Collection Books, 75c doz. HECHT NIELSEN, 1322 Congress Street, Chicago, Ill. (TF-C)

WANTED FOR CASH—
Used Penny Scales—Mills, Watling, Pioneer, Kirk. No big dials. NICKABOB CO., 2525 West Pico Blvd., Los Angeles 6, Calif. (TF)

WE WILL PAY—
Reasonable prices for legal skill equipment such as Pikes Peak, ABT Challengers, Kick Catchers, Skill Shot, Baffle Ball, Baseball, Football, Hockey Games and Skee Ball Alleys. Send description, number, and price in first letter. We will notify you immediately if interested. TRIANGLE SALES CO., 3116 W. 28th St., Minneapolis, Minn. (DJF-P)

NEW AND PRECISION REBUILT—
LoBoy 1c Weighing Scales, 1c Ticket Weighing Scales, 5c Selective Candy Bar Vending Machines, 1c ball gum, stick gum, and nut vendors. Write for free price list! ADAIR COMPANY, 6928 Roosevelt Road, Oak Park, Illinois. (DJFMAM-P)

FOR SALE—
25 Buckley Daily Double Jack Pots @ $400.; 15 Buckley Long Shots @ $725.; 15 Mills Bonus 20 Stop @ $185. Above machines in A-1 condition. IBERIA AMUSEMENT CO., 319 W. Main, New Iberia, La. (DJF-C)

CORRESPONDENTS WANTED—
We are seeking news representatives in various cities able to send us a monthly news letter. If you can write a bright, newsy letter and are located in a Coin Machine Trading Center, please communicate with the Editor. Satisfactory remuneration for your efforts. COIN MACHINE REVIEW, 1115 Venice Blvd., Los Angeles 15, Calif. (TF-P)

OPERATOR'S ASSORTMENT—
Radios, Mystery Drinking Birds, Gift Chests, Fruit Cake, Chocolates, Portable Mirror Bars, Bears, Scotties, Cedar Chests, Push Cards, Sales Boards. Immediate deliveries. DELUXE SALES CO., DeLuxe Building, Blue Earth, Minn. (N-C)

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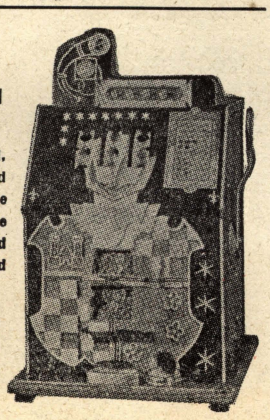
SLOT MACHINES REPAIRED and REFINISHED

Machines adjusted, tightened, cleaned and greased. Defective parts replaced. Have them buffed and painted. We call and deliver.



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I will pay top cash prices for Phonographs (all makes); Wall Boxes; Consoles; Slots; One Balls; 5 Balls and Music Units. Send your list. I will buy any quantity, on or off location. BOX 680, Coin Machine Review, 1115 Venice Blvd., Los Angeles 15, Calif. (TF-C)

CIGARET VENDORS FOR SALE—
500 Perfectly reconditioned in our own shops. KELNER VENDORS, 4509 N. Clark St., Chicago 40, Ill. (DJF-P)

FOR SALE—
50 all new Double Nugget Vending Machines at one-half price. Route partially started. N. A. WEBER, ADams 31485, Los Angeles, Calif. (J-P)

FOR SALE—
Red Ball machines: 9 slightly used, $265.00 each; 2 never used, $335.00 each; 4 slightly used Kontest Poker roll down games, $120.00 each. HILL AMUSEMENT CO., Box 321, Central City, Ky. (J-P)

BUYS USED RECORDS—
Devie Devlet will call and buy from your surplus at 14 cents each records of average appeal in fair shape except numbers previously acquired in quantity. This is Devie's 7th year. Write or wire DEVIE DEVLET, 127 Main Street, Seal Beach, Calif. (JFM-C)

GET STARTED—
One thoroughly reconditioned Peanut Machine and 5 pounds best salted Spanish Peanuts, $8.50. $2.00 with order, balance C. O. D. THOMAS NOVELTY CO., Paducah, Kentucky. (JFM-P)

NEW EXHAUST FANS $22.50—
Twelve-inch size, also automatic shutters, all sizes. Immediate delivery. Beat the coming fan shortage by ordering your high and low stand circulators now. K & S MFG. CO., 5547 S. Kenneth, Chicago 29, Ill. (JFM-P)

WANTED—
Used or New Popcorn Vending Machines. Kellogg or any other type of Vendor. Write: BOX 805, Coin Machine Review, 1115 Venice Blvd., Los Angeles 15, Calif. (J-P)

SCALES WANTED—
Cash paid for all types of coin-operated scales. R. STARK, 1012 West 43rd St., Los Angeles 37, Calif. (TF-C)

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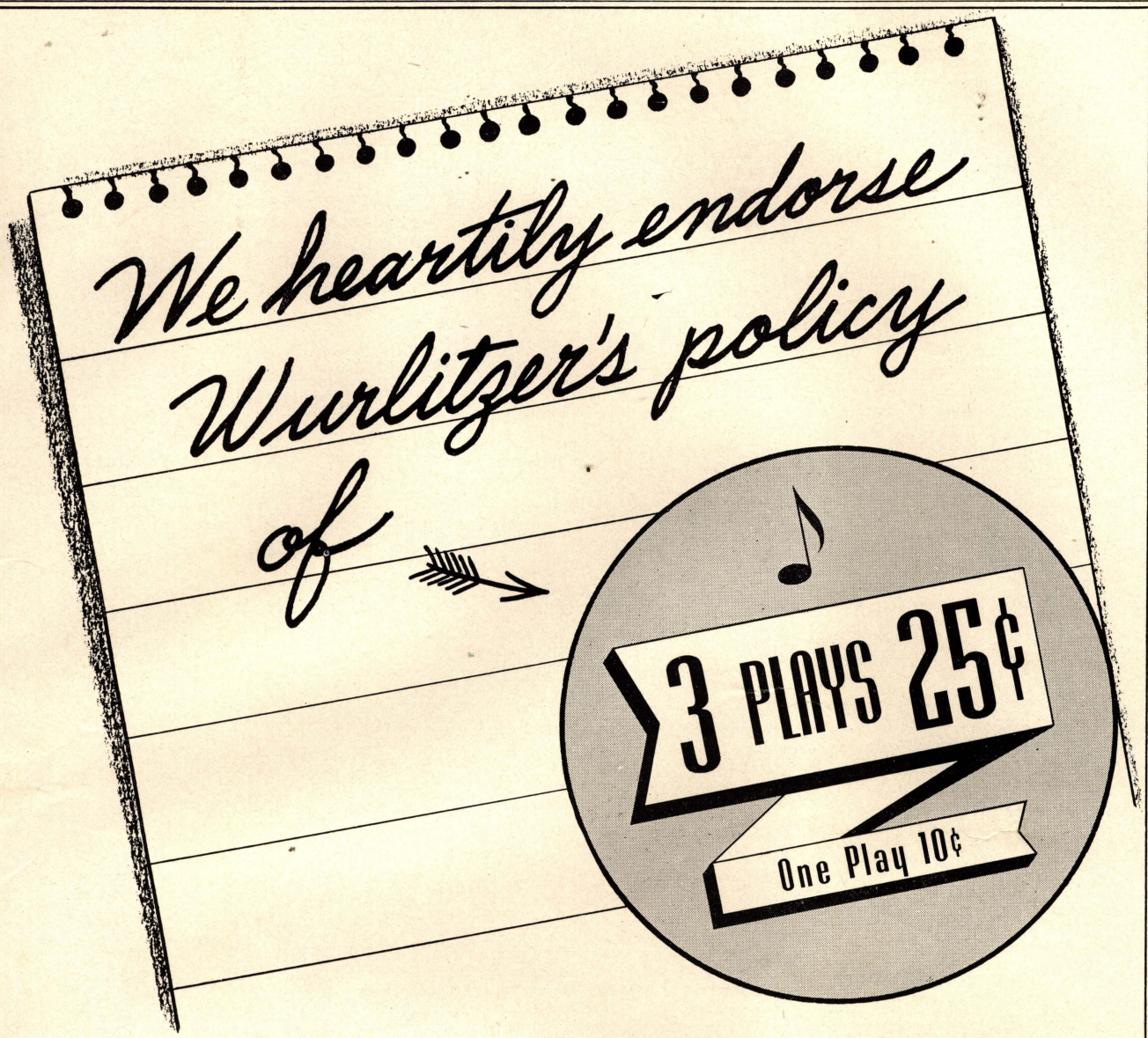

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